# display world

january 1950

# *Scheuer says:*

New Year's resolutions may be a bit old-fashioned, but it is good for one to take inventory of one's self and then set a pattern for himself for the oncoming year that will lead to self-improvement.

I am known to all of you in the display field as a creator and manufacturer of quality display fixtures in metals and plastics. I am proud of my reputation in this field and this presents at the same time an obligation and a challenge.

So I hereby resolve to maintain during 1950 the same high standards of originality, quality and workmanship that have made SCHEUER the mark of superior quality in display fixtures.

You will be able always to depend upon the house of Scheuer for the best in metal and plastic display fixtures.

SCHEUER FIXTURES

*Scheuer*

**CREATIONS, INC.**

**307 WEST 38th ST., AT EIGHTH AVE., NEW YORK CITY 18**

ORIGINATORS AND MANUFACTURERS OF MODERN PLASTIC DISPLAY FIXTURES

AT FILENE'S, BOSTON, MASS.

# More and more *WLS* ITINERANTS

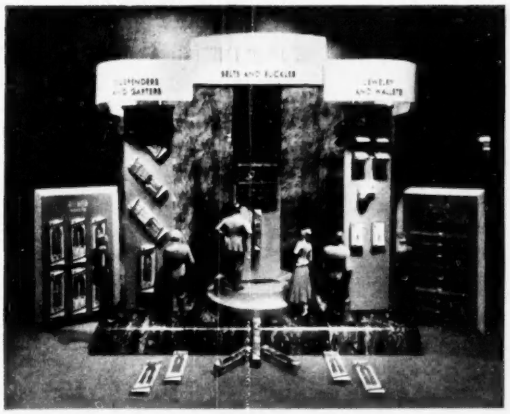
## are being used by more and more of America's Best Stores

Selling showmanship designed to get more attention, sell more goods. Loaned to stores . . . only cost incoming transportation. Are you reserving your share of these great itinerant promotions?

**Here are a few of hundreds seen in stores recently.**

AT BLOCK AND KUHL, PEORIA, ILL.

AT LOESER'S, BROOKLYN, N.Y.



AT Z.C.M.I. SALT LAKE CITY

AT FAMOUS BARR CO., ST. LOUIS, MO.

**FREE!**

*Brochure for your January "White Sale" "Valentines" and "Winter Vacation" Promotions. Write today.*

## W. L. STENSGAARD AND ASSOCIATES, INC.

346 NORTH JUSTINE STREET, CHICAGO 7, ILLINOIS

Specialists in Merchandise Presentation - Demonstrations - Displays - Exhibits

*Display's Great Monthly Digest*

# DISPLAY WORLD

COMBINED WITH

MERCHANTS RECORD AND SHOW WINDOW

VOLUME LVI JANUARY 1950 NUMBER 1

## CONTENTS

Late Developments In Mannequins And Forms . . . . . 32
Pleasing And Practical Layouts For Long Narrow Stores
By Kim Hoffman and Stephen Heidrich . . 36
Advertisers Woo 2,000,000 Stores In Display Race
By Gurdon Simmons . . 38
New York Displays Combine Beauty With Selling Power
By Virginia Roehl . . 40
Flowers And Set Pieces . . . . . 42
Display Specialties . . . . . 44
First Los Angeles Displays Of 1950 Varied In Treatment
By John L. Cooney . . 48
Mache, Wire And Rattan . . . . . 50
Promotions Coming Up! By Louis Gehring . . 52
"Too Late To Classify" . . . . . 54
Chicago's Christmas Displays Give Way To Special Promotions
By Shirley Ware . . 58
Fixtures And Displayers . . . . . 60
Three Prize-Winning Displays . . . . . 62
Six Leading Factors Forecast 1950 . . . . . 64
Electrical Equipment . . . . . 66
Help From Magazines — No. 6: Mademoiselle . . . . . 68
Display Papers And Fabrics . . . . . 70
RCA's Itinerants Reach Millions By A. W. Bernsohn . . 74
Displaymen Look At 1950 . . . . . 76
Display . . . On And Off The Record . . . . . 78
Editorial . . . . . 80
Trade Personalities By Tupper . . . 88
Visual Merchandising Research Series No. 2 By Howard M. Cowee . 98
The Display Parade By Tupper . . . 106
Reminiscing . . . . . 106
Thoughts On Display By James Brewer . . 108
Your Column . . . . . 114
A Comptroller Looks At Display By Sam Shaffer . . 116

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### OUR NEXT ISSUE

Announcement of the first gold medal award in the contest described elsewhere in the January issue will be made next month; watch for it . . . and enter the contest yourself. . . . Gene Moore, display director of Bonwit Teller, New York City, is noted for his use of color and light; a behind-the-scenes article in the February number tells how he gets his striking effects. . . . Plus many other features and reports on contemporary display across the nation.

■

### THE COVER

Credit for this rich display of men's formal wear goes to one of the West Coast's top display directors — Jim Buckley, of Saks-Fifth Avenue, Beverly Hills, Calif. . . . (Photograph in full color by Erich J. Hockley, Culver City, Calif.)

■

### OFFICES

Eastern Office: 47 West 57th Street, New York City 19. Phone PLaza 3-5989. Chicago Office: L. A. Woods, Macintyre, Simpson & Woods, 5 East Wacker Drive, Chicago 1. Phone CEntral 6-1715. Cleveland Office: J. R. Monk, Macintyre, Simpson & Woods, 1900 Euclid Avenue, Cleveland 15. Phone CHerry 1501. Western Office: Duane Wanamaker, 610 South Broadway, Los Angeles 14. Phone MUtual 2161.

■

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■

Member

Audit Bureau of Circulations

National Association of Display Industries

■

### Pass This Issue Along

You get the most value from DISPLAY WORLD when you share it with others. See that it reaches other executives of your organization and the members of your department.

# we're away ahead of you!

The history of this business parallels the history of Store Display in America.

You would think that, after more than 50 years of making mannequins and displayers, we'd be living in the past — or at least the present.

But Williams won't take off those seven-league boots. Now, as before, we're away out in front. Our designs aren't for this week, not even for this season. What's on our drafting tables today may not see your windows for a solid year!

It takes experience, it takes background, to be able to say with unchallenged authority what's going to be worn — how women are going to look — in 1951.

We not only say it — we **show** it — in the best-looking, best-dressed mannequins that ever graced a window.

And the finest example of how we work, what we have for you, can be seen now at our Winter Show, called "Paris in the Spring". If you haven't seen it, you haven't lived.

P.S. Our salesmen are showing some diverting Whimsicalities for Spring—valentine decorations and butterflies and fishes in iridescent plastic. Ask them for photos, or write us direct.

**D. G. Williams Inc.**

Dot Williams, president
498 Seventh Avenue, New York 18, N.Y.
Mary Brosnan Mannequins

# IT'S HERE!

## *Faster, Easier Operating, Better than ever... The New Redesigned Showcard* MACHINE

For almost 20 years the Showcard Machine has proved itself, to hundreds of users, the most economical and satisfactory way to produce showcards and signs of all kinds.

Now the Models A and B have been completely redesigned to make them even more outstanding. That handsome new exterior embraces a more rigid assembly of rollers and bearings. Inking plate is up at printing level. Bed of machine offers greater visibility, more working space. Every smallest detail has been scrutinized carefully.

They still print type or cuts at any angle; print several colors in one operation; ask no special skill to operate. And backed by one of the most sweeping guarantees you've ever seen.

If you haven't yet investigated the Showcard Machine, do so now by all means. There are sizes for every need, prices for every budget—and savings that can pay the cost in less than one year.

*Write today for full details*

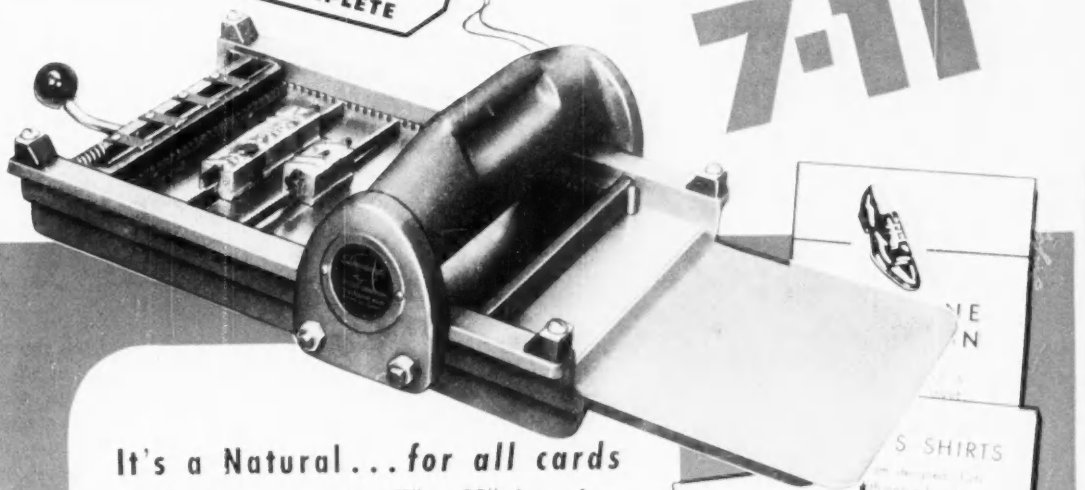
**Showcard MACHINE COMPANY**

*Take a Trip*, via our newly-published circular, to some of the firms who have used Showcard Machines for as much as 20 years. Learn first-hand the dollar-saving benefits you can expect. Write for your copy.

**1196 Merchandise Mart, Chicago 54, Ill.**

# Introducing THE NEW Showcard MODEL 7-11

ONLY $145.00 COMPLETE



## It's a Natural . . . for all cards and signs up to 7" x 11" in size

Modern merchandising methods call for an abundance of display signs and showcards to provide direct sales effort behind more products, permit more customer self-service and more efficient employment of sales personnel.

Showcard Machines have grown up with this trend, and over the years have proved the most satisfactory and economical methods of producing such signs and showcards.

Now Showcard sets the pace again — with the sensational 7-11 Model which brings this time-proved convenience, speed and economy within the easy reach of even the smallest store. Long experience has shown that its 7" x 11" capacity covers the bulk of all requirements for counter or display cards. It's a complete sign shop for the smaller store, a low-cost workhorse for the larger store.

It's Showcard quality through and through, with the same rugged construction that has served for as much as 20 years without asking a single repair. There's nothing to adjust, nothing to get out of order. Anyone can operate the 7-11 and turn out professional signs in minutes of time at pennies of cost. It can print in several colors of desired print, cuts of all kinds, print horizontally, vertically or at an angle.

Showcard MACHINE COMPANY

*Write today for full details*

1196 Merchandise Mart, Chicago 54, Ill.

# *Announcing* DISPLAY INTERNA DISPLAY

DISPLAY WORLD is sponsoring this 1950 international display contest—with 345 awards—as an incentive to still better display throughout the world and to reward outstanding displaymen with tangible evidence of their ability. It is our belief that this recognition of meritorious work will benefit the en-

Top awards will be beautiful gold, silver and bronze plaques, and there will be gold, silver and bronze medals presented in each of 100 classifications covering every type of merchandise. In addition, a gold medal will be awarded each month for the best display entered in the contest during that month. Thus there will be a total of 345 awards.

Every displayman, no matter where, is invited to participate in this contest. There are no strings attached, no entry blanks, no slogan-writing; nothing is required but good displays. Read the rules carefully and get your entries started today . . . and keep them coming. The more entries submitted, the better your chances for international recognition.

## CLASSIFICATIONS

1. Women's and misses' evening wear.
2. Women's dresses.
3. Women's sportswear.
4. Women's coats, suits.
5. Furs.
6. Bridal display.
7. Millinery.
8. Women's footwear.
9. Women's hosiery.
10. Neckwear and scarfs.
11. Handbags, umbrellas.
12. Women's gloves.
13. Jewelry.
14. Yard goods.
15. Lingerie.
16. Notions.
17. Towels.
18. Handkerchiefs (women's).
19. Girls' apparel.
20. Children's footwear.
21. Children's hosiery.
22. Infants' wear.
23. Corsets, surgical garments.
24. Bathing suits (women's).
25. Men's clothing.
26. Men's shirts.
27. Men's neckwear.
28. Men's hats.
29. Men's shoes.
30. Men's socks.
31. Men's underwear.
32. Men's swim suits.
33. Men's sportswear.
34. Men's toiletries.
35. Men's robes.
36. Men's evening wear.
37. Men's gloves.
38. Boys' clothing.
39. Boys' furnishings.
40. Toys.
41. Luggage.
42. Athletic equipment.
43. Institutional display.
44. Civic display.
45. Furniture.
46. Radios, television sets.
47. Musical instruments.
48. Floor coverings.
49. Wallpaper.
50. Draperies and curtains.
51. Paints.
52. China, glassware.
53. Silverware.
54. Gift novelties.
55. Books.

MAIL YOUR ENTRIES

# *the 1st Annual*

# WORLD

## T I O N A L

# CONTEST

tire profession, and we view it as one of our obligations to the field we serve. If this contest has a stimulating effect on creative display and increase recognition of the fine work done by displaymen, then we will feel amply rewarded. All displaymen are invited to participate. There are no restrictions.

## CLASSIFICATIONS

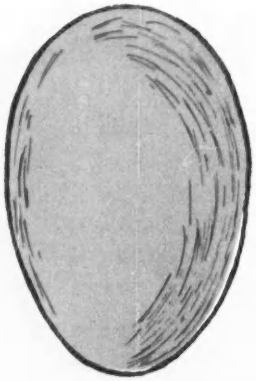
55. Stationery.
57. Linens, bedding.
58. Drugs.
59. Cosmetics, perfumes, etc.
60. Tobacco, smoking equipment.
61. Groceries.
62. Candy.
63. Liquor, other bottled goods.
64. Refrigerators.
65. Office equipment and specialty machines.
66. Ranges.
67. Laundry equipment.
68. Garden tools and equipment.
69. Lamps.
70. Electric and gas appliances.
71. Kitchen equipment.
72. Automobile showrooms.
73. Automobile accessories and equipment.
74. Vacuum cleaners.
75. Hardware.
76. Photographic equipment.
77. Optical goods.
78. Exhibit booth.
79. Exhibit display.
80. Christmas interior.
81. Christmas facade and marquee.
82. Floats.
83. Showcards, pen-lettered.
84. Showcards, brush-lettered.
85. Machine-lettered cards.
86. Banks and other service institutions.
87. Travel displays.
88. Animated display, interior.
89. Animated display, window.
90. National advertiser's display.
91. Valentine's Day display.
92. Easter display.
93. Mother's Day display.
94. Cotton Week display.
95. Father's Day display.
96. Independence Day display.
97. Thank-giving Day display.
98. Christmas display.
99. Style show setting.
100. Interior "shops", such as "Budget Shop", "Town & Country Shop", etc.

## RULES

1. Any displayman in any store in the world may enter this contest. It is not necessary to be a subscriber to DISPLAY WORLD.
2. All entries must be of displays installed during the year 1950.
3. Entry is by means of one or more black-and-white glossy photographs, preferably 8 x 10 inches in size. As many entries may be made as desired. No entries will be returned.
4. Each photograph must be clearly marked on the back with the name of the entrant, store, city, and contest classification. Example: "John Jones, Dexter & Sons, Kansas City, Mo. Classification No. 74".
5. All entries become the property of DISPLAY WORLD.
6. All entries must be sent to Contest Editor, DISPLAY WORLD, Cincinnati 1.
7. Entries may be submitted at any time. All entries received during a given month will be judged for the monthly gold medal award for the "Display of the Month". The contest ends December 15th, 1950.
8. The entry judged best in its classification will receive 3 points and a gold medal; second best, 2 points and a silver medal; third best, 1 point and a bronze medal. The entrant who receives the greatest total number of points will be awarded a gold plaque, suitably engraved; the one receiving the second greatest total number of points will receive a silver plaque; the third greatest total number of points will be awarded a bronze plaque.
9. Each photograph entered will be eligible for only one classification.
10. Judging for the annual awards will be done by an outstanding board of well-known display authorities. Their decisions will be final.
11. Judging for the monthly "Display of the Month" gold medal award will be done by the editorial staff of DISPLAY WORLD. Their decisions will be final.
12. In case of a tie, duplicate awards will be made.

TO CONTEST EDITOR

# GOLDEN EGGS



Natural Size...
Made of Glass

3 doz.... $10.00
6 doz.... $18.00

*Contact your jobber or order direct:*

**MALROS COMPANY**
"THE HOUSE OF COLORS"
BOX 289 DOVER, N. J.

IT'S NO TRICK WITH

BALANCED DRIVE

# HANSEN TACKERS

"Balanced Drive" is a description of the combined accuracy, speed, and ease of operation you get in Hansen Tackers. For display work of all kinds they can't be matched. A few of their uses are listed at right. Study them.

There are 36 models of Hansen Tackers. 80 styles of Hansen Staples. Choose the one that fits your own needs. Let Hansen give you better displays.

- Erecting counter and window displays
- Securing posters to supporting strings
- Attaching articles direct to display boards
- Tacking up indoor and outdoor placards
- Fastening easels to the backs of cutouts
- Making floral blankets, bunting, etc.
- Sealing transparent bags and containers
- Stringing hardware to display cards

ASK FOR FOLDER

TACKERS HANSEN STAPLES

**A. L. HANSEN MFG. CO.**
**5041 RAVENSWOOD AVE., CHICAGO 40, ILL.**

*When you buy sign letters you want the best!*

# MITTENS LETTERS

*The only brand you're sure is PERFECT*

**THE FIRST... THE BEST... THE TIME TESTED...**

For over 15 years Mittens Letters have been the choice of top display and sign men... Why? Because...

**ONLY MITTENS** are *precision* formed letters of really fine-grain, strong, white composition.

**ONLY MITTENS** Letters give you economical... time-saving...durable...lettering you can depend upon.

**ONLY MITTENS** Letters are original, beautifully designed styles...that everyone tries to copy, but can't...

**SAVE *TIME...MONEY... DISAPPOINTMENT... INSIST ON***

**MITTENS LETTERS**

PinBack • SmoothBack • Track

FOR Signs, indoor and outdoor... Displays...Department Indicators... Bulletin Boards, etc.

Write for catalog and name of nearest dealer.

MITTENS LETTERS
Suite 506D
2 West 46th Street
New York City

MITTENS LETTERS
Display Department
280 Fifth Street
Redlands, California

MITTENS LETTERS

COPYRIGHT—THE MITTENS DISPLAY LETTERS

# SALES PROMOTION

## Thru . . . *Contact Advertising*

An increasing amount of merchandise is being sold thru good display backed up by contact advertising.

One merchant tells of increasing the sale of an item 600 per cent thru adding well printed copy to the same merchandise. Another reports on an item that had ceased selling . . . when displayed openly inside the store and in the window, with an interesting sales message, 48 of this item sold in 6 days.

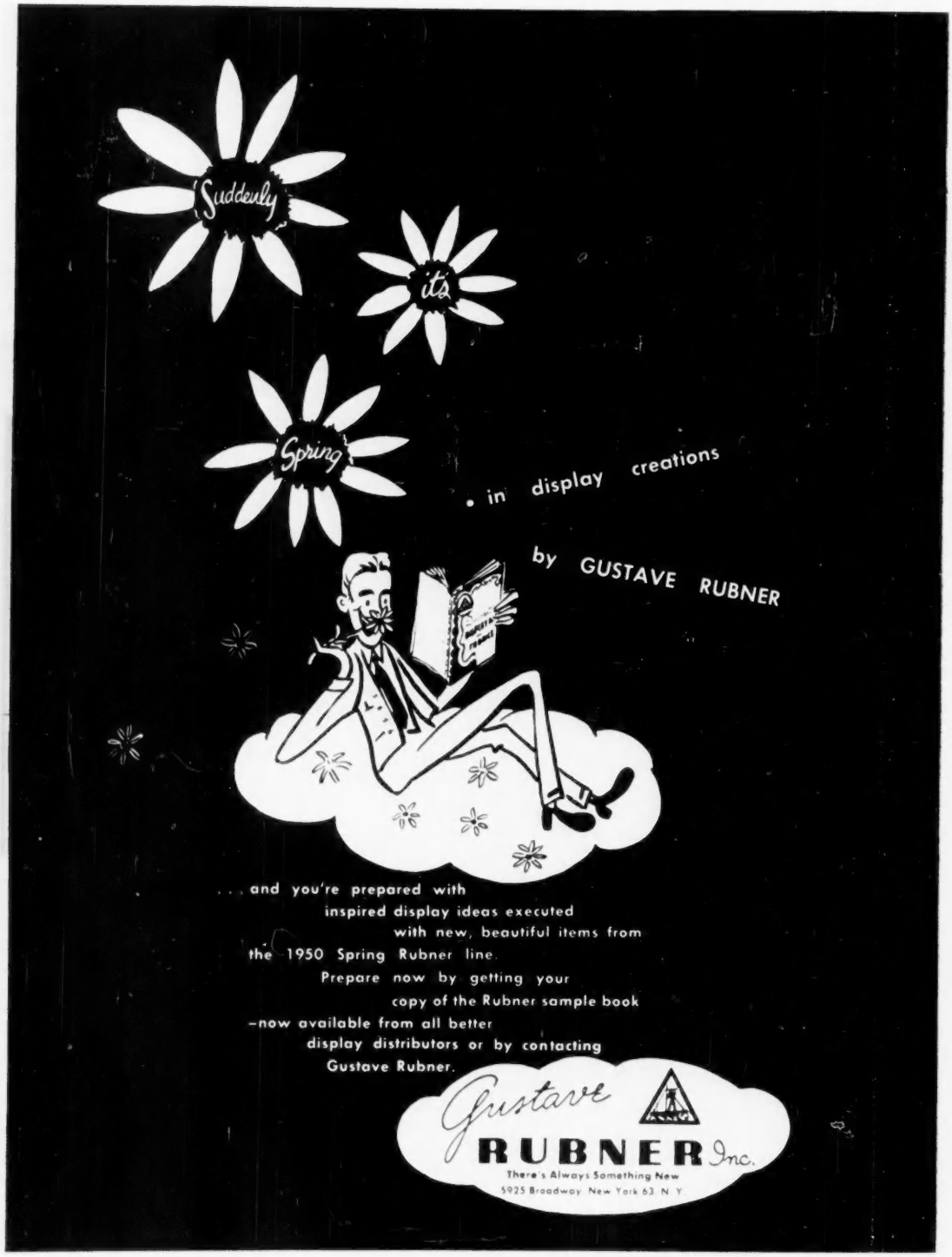
Often the only chance you get to talk to shoppers and customers who visit your store is through Contact Advertising. By this medium you can . . . announce new merchandise . . . tell of qualities and values offered . . . appeal to all your store traffic . . . follow through on other advertising to complete sales . . . increase sales volume through visual selling.

Each individual who makes up your store traffic is subject to IMPULSE BUYING. Every minute that a person is in your store you have an opportunity to sell visually. The attention you get through merchandise display and copy at the point of Customer Contact can result in many additional sales. Multiply the thousands who enter your store monthly by the number of items you advertise inside your store and you have a NEW ADVERTISING MEDIUM . . . with Space Cost PAID and Production Cost LOW.

*Line-O-Scribe* produces Contact Advertising for every size and kind of merchandising. May we send you our **SALES PROMOTION SYSTEM** and complete information? . . . No charge of course. Address Dept. B.

***Showing*** *at California Display Industries Market, Room 348, Hotel Alexandria, Los Angeles, week of January 29.*

**THE MORGAN CO., 3984 Avondale Ave., Chicago 41**


Suddenly
it's
Spring
• in display creations
by GUSTAVE RUBNER
. . . and you're prepared with
inspired display ideas executed
with new, beautiful items from
the 1950 Spring Rubner line.
Prepare now by getting your
copy of the Rubner sample book
–now available from all better
display distributors or by contacting
Gustave Rubner.
Gustave
RUBNER Inc.
There's Always Something New
5925 Broadway New York 63, N. Y.

# GARDEN SCENE
## FOR SUMMER DISPLAYS

Design No. 11
**GARDEN SCENE**
In Shades of Green
**Five Panels** ..... **$75.00**

The Newest
## "PHOTO-MURAL FABRIC"
### WINDOW BACKGROUND

This is a gorgeous garden scene that will lend enchantment to summer displays of all types of merchandise. Rich in foliage and unique in its informal arrangement you will find it a winner in making summer displays sell more merchandise.

## THE NEW BACKGROUND TREATMENT FOR A NEW ERA IN DISPLAY

Used and enthusiastically endorsed by prominent displaymen throughout the country. "Photo-Mural Fabric" backgrounds are genuine scenic reproductions on fabric. They possess rare beauty, are realistic, durable and can be easily cleaned. Economical because they can be used again and again in many ways.

**100 INCHES HIGH**
BY
**210 INCHES LONG**

In four- and five-panel units, each 42 inches wide.

Nine other scenes available: Tropical Beach Scene, New York Skyline, Stairway in Opera House (Paris), Arc de Triomphe (Paris), The Acropolis (Greece), Winter Wonderland with Brook, Woodland with Brook, Rustic Woodland Scene and Snow Scene.

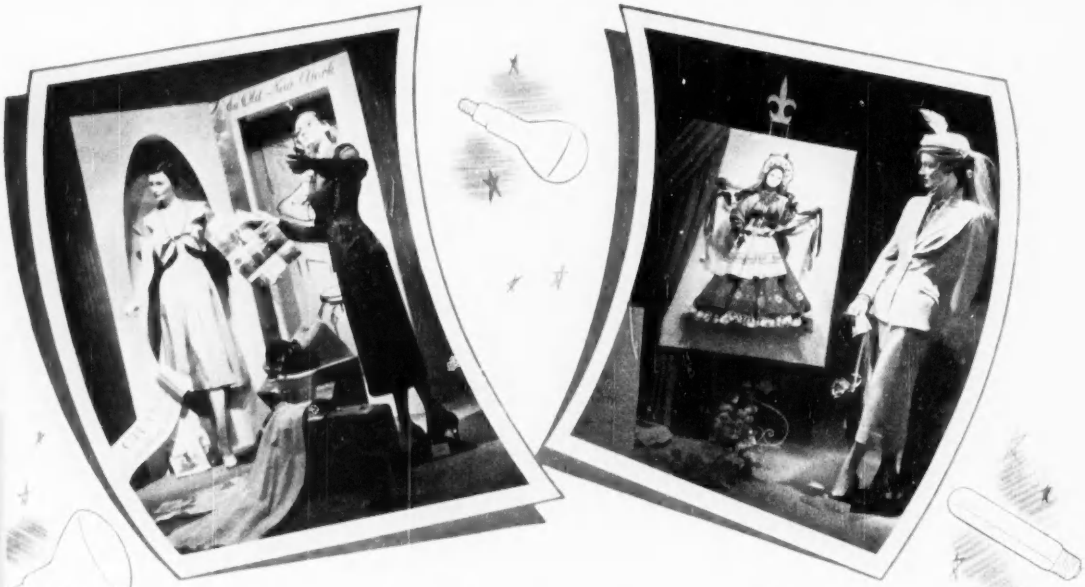
Design No. 10
**CHERRY BLOSSOMS IN WASHINGTON**
In Shades of Pink or Green
**Five Panels** ..... **$75.00**

**ORDER DIRECT FROM US OR THROUGH YOUR FAVORITE JOBBER**

**DECORATIVE DISPLAYS**

57-57 63D STREET, MASPETH L. I., N. Y.
Phone EVergreen 6-0400

# RICH'S MODERN ATLANTA STORE . . .



## Creates Window Sales Appeal with

# SYLVANIA BIRDSEYE REFLECTOR LAMPS

Rich's in Atlanta is another of the many stores that use Sylvania Birdseye Reflector Lamps to add sales appeal to their window displays. The sharper contrasts, important shadows, and better all-around lighting given by this full line of lamps add a distinctive, attractive touch to any window . . . the starting point of greater sales!

It will pay you to put showmanship in your window . . . *especially since it costs so little!* Send the coupon today for complete information about these versatile Sylvania lamps.

# SYLVANIA ELECTRIC

LIGHT BULBS, FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES, SIGN TUBING, PHOTOLAMPS, RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES

SUPER SPOTLITE

**SYLVANIA BIRDSEYE REFLECTOR LAMPS**

*These are the lamps that light the Greatest Show on Earth—*

*America's Store Windows!*

CONCENTRATOR

INTENSIFYING SPOTLITE

REFLECTOR SHOWCASE

FLOODLITE

Sylvania Electric Products Inc
Advertising Dept. L-1801
500 Fifth Ave., New York 18, N. Y.

*Gentlemen:* Send full particulars about Sylvania Birdseye Reflector Lamps.

Name _____

Address _____

City _____ Zone _____

State _____

# It's New! It's Needed!

# SWITCH-O-MATIC

No. 501
$37.50
F. O. B. YONKERS, N. Y.

The SWITCH-O-MATIC is a self-contained motor-driven electric control "robot-brain". It can simply and automatically create over 100 controlled animation effects using your standard electrical display equipment, such as lighting fixtures, turntables, signs, motors, or any device activated by electric power.

## Some of the types of Animation Effects you can create with the SWITCH-O-MATIC

- **"ON" AND "OFF"** *effects of lighting fixtures, for light-chasing, color-blending, color-overlapping, sequence high-lighting, flood-banking. Any desired sequence and timing can be used.*
- **"STOP AND START"** *movement of turntables and other motor-driven units, for intermittent action with any desired degree of turning and stopping period.*
- **COORDINATION** *of Light and Motion units, with the units working together in a controlled animation effect and pattern.*

To achieve the various animation effects, the operation of the SWITCH-O-MATIC is entirely automatic by the use of pre-designed "Pattern Cams". These "Pattern Cams" control the time cycles, sequences of "On and Off", and how to get any effect you desire. These pre-designed "Pattern Cams", which can do almost every job you have in mind, act as your electrical Robot. The SWITCH-O-MATIC is indeed a "must" piece of equipment for every displayman.

There are 12 "Pattern Cams" supplied with the SWITCH-O-MATIC, each designed to create a series of different effects. You choose the proper cam to do your particular job, insert the cam into the cam-holder, place the cam-holder into the SWITCH-O-MATIC, insert your fixture plugs in the proper outlets on the box, snap the switch—and—your "show" is on!—repeating itself until you decide to change for another variety.

*Your imagination and experimentation are really the only limits to the variety of Light and Motion animation effects you can create with the SWITCH-O-MATIC.*

**VITAL STATISTICS: Four circuits — each will carry 500 watts, 5 amperes • Total capacity of unit, 1500 watts, 15 amperes, to plug into any standard outlet 110-120 volt 60-cycle AC ONLY • Provided with "Fuse-tron" safety fuse.**

**Contact your local jobber—or write direct to**

**Bart Manufacturing Co., Inc. • 45 EAST 30th ST., NEW YORK 16, N. Y.**

**DESIGNERS AND MANUFACTURERS OF EXCLUSIVE MOTION DISPLAY UNITS**

PRODUCERS OF:

**"TURNABOUT"**
**No. 216—$24.50 ea.**

**"TWO-TIER TURNABOUT"**
**No. 1416—$39.50 ea.**

**"TURNALITE"**
**No. 400—$29.95**

# TERRIFIC...

# SIGNS

## SNAP-IN, SELF-GLOWING LETTERS

**WITH PATENTED UTILITY FEATURES**

NEON-GLO stock letters and figures up to 6" are deep-drawn from fluorescent Plexiglas. Convex, full-faced patterns give each character a rim of glowing brilliance.

**ANY WALL FIXTURE OR WINDOW FLOOR BECOMES A RADIANT POINT OF SALE MESSAGE . . . . EASILY CHANGEABLE FOR DAILY OR SEASONABLE NEEDS.**

PLAST-AD'S patented track is tempered aluminum and anodized for permanent luster. Temporary or permanent installations can be made in a few moments time. Used as fixture trim or decorative wall bar, the track is always available to receive NEON-GLO letters.

**THE PERFECT ANSWER FOR BRIGHT LOW COST DEPARTMENTAL AND DIRECTIONAL SIGNS.**

Requires no wiring installations. Maintenance is a simple matter of washing with mild soap and tepid water.

DISTRIBUTORS
DEALERS
SALESMEN
Give full information relative your operations when writing for discounts.

***FULL ILLUSTRATIVE DATA AND SAMPLES ON REQUEST***

**PLAST-AD MFG. CO.**

SOUTH BEND 22, IND.
319 HYDRAULIC AVE.

# *Always Something New at Allied*

. . . . always visit **ALLIED'S** showrooms

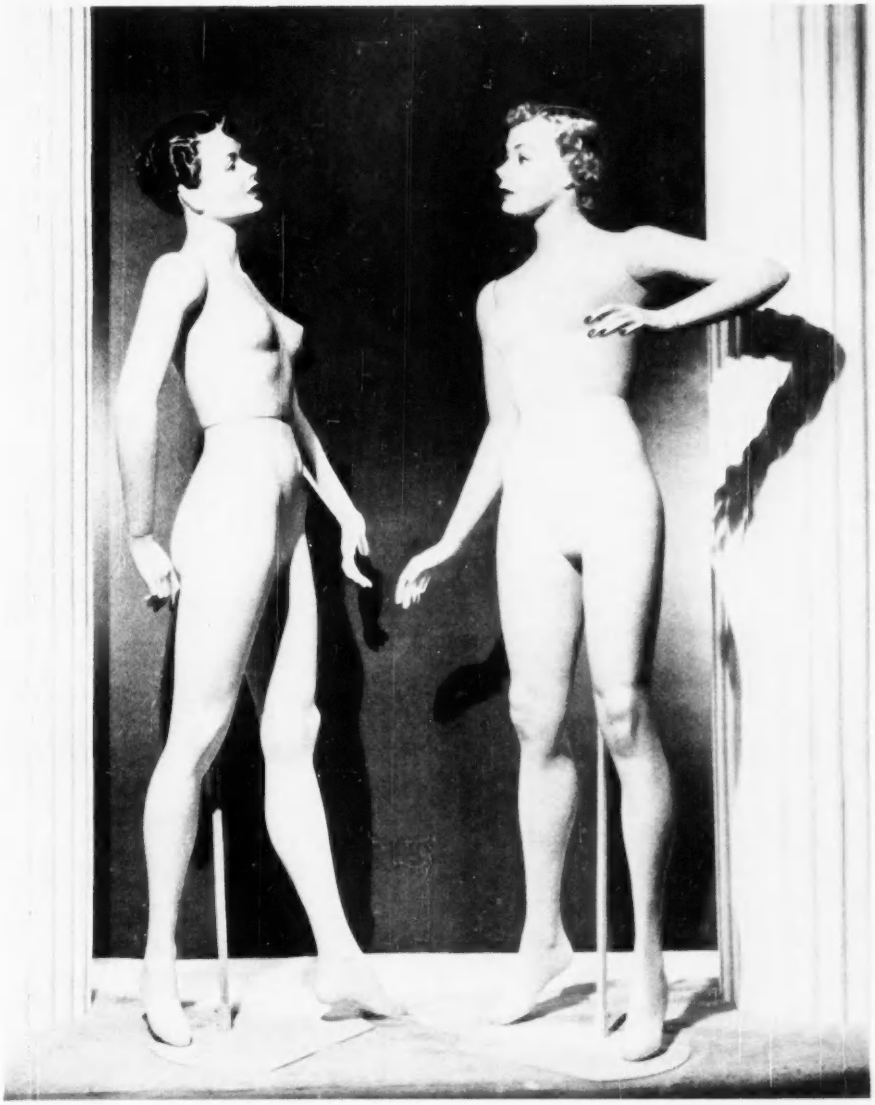
ALLIED DISPLAY AD®

WE SHOW THE MOST COMPLETE LINE IN NOVELTIES FOR SPRING AND EASTER.

## ALLIED DISPLAY MATERIALS INC.

65 MADISON AVE., NEW YORK 16, N. Y. CORNER 27TH ST.
WEST COAST SHOWROOM—219 WEST 7TH ST., LOS ANGELES, CALIF.

# Zeppen-Field OF HOLLYWOOD



For the finest American-made figures . . . for designing magic . . . the completely new Zeppen-Field Mannequins are in a class by themselves. They're the mannequin sensation of 1950 . . . beautiful creations with selling appeal.

**W. M. ZEPPEN-FIELD STUDIOS**

**923 North Cole Avenue**

**Hollywood 38, California**

**ZEPPEN-FIELD STUDIOS of CANADA**
**LTD.**

**St. Hyacinthe, Providence of Quebec**
**Canada**

# Sales-conscious display managers everywhere say:

# "MAKE MINE MANHATTAN"

because

MANHATTAN MANNEQUINS travel in smart circles

Sales managers everywhere prefer the lifelike poses, latest coiffures and eye-pulling power of Manhattan Mannequins to help create smart window and store displays.

Next time you order mannequins, make *yours* Manhattan!

**FOR NEW FIGURES—**

***These are the things that count***

- Four ply paper mache
- Unbreakable plastic hands
- Latest coiffures
- True to life fashion wise poses
- Mannequins priced for the low budget shop or the exclusive store
- Immediate delivery

All created by Manhattan Mannequins, Inc.

- FASHION FAIR MANNEQUINS
- MULTI-QUINS
- KIDDI-QUINS
- REGULAR WOMEN'S FIGURES
- REGULAR CHILDREN'S MANNEQUINS

"MULTI-FIT WIGS" available on all our models.

**MANHATTAN MANNEQUINS INC.**

**119 Prince Street, New York 12, N. Y. • GRamercy 3-3868**

Write for descriptive literature or further information.

# *This* is visual merchandising!

## The amazing "RESULT" DOUBLE-ACTION DISPLAY TRAY...

**a patented, strong, clear-view, dustproof closed tray which converts instantly into two open trays.**

**FASTER, EASIER SALES • FEWER MARK-DOWNS**

ONLY $24 PER DOZEN SINGLE TRAYS

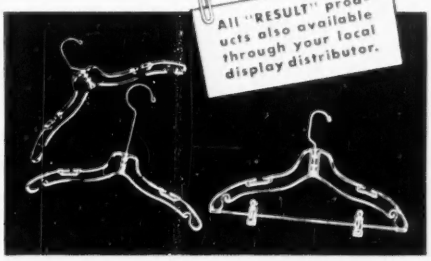
(Will form 6 closed double-action trays)

Packing—One doz. single trays per carton . . . Dimensions—Closed, 10" x 15" x .5"; Open, 10" x 15" x 3½" . . . Delivery—F.O.B., New York.

MADE OF

**STYRON**

- HEAVY CONSTRUCTION
- WEIGHT: 21 OZ. EACH SINGLE TRAY
- WALLS ⅛" THICK



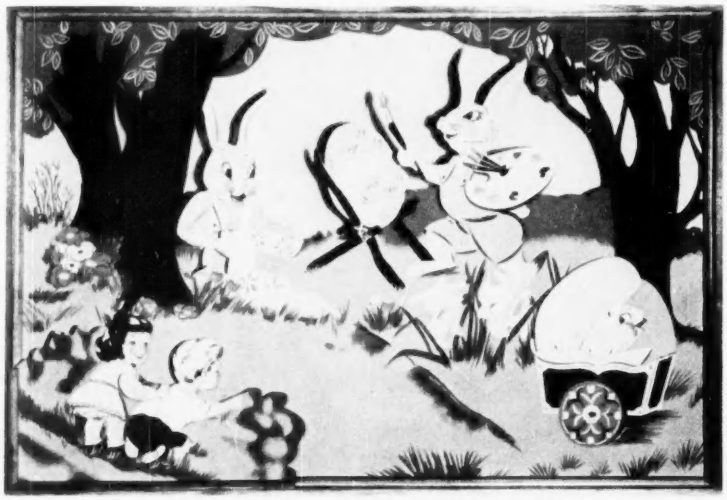
All "RESULT" products also available through your local display distributor.

Another product of *RESULT DISPLAYS*, manufacturers of the famous *RESULT PLASTIC HANGERS* . . . *"DE LUXE"* and *"BUDGET MIDDLEWEIGHT"* . . . used for store equipment and resale by leading chain and department stores.

*Result Displays* INC.

***503 WEST 33rd STREET • NEW YORK 1, N. Y.***

# EASTER IN MOTION



## BUNNY THE ARTIST

G-509

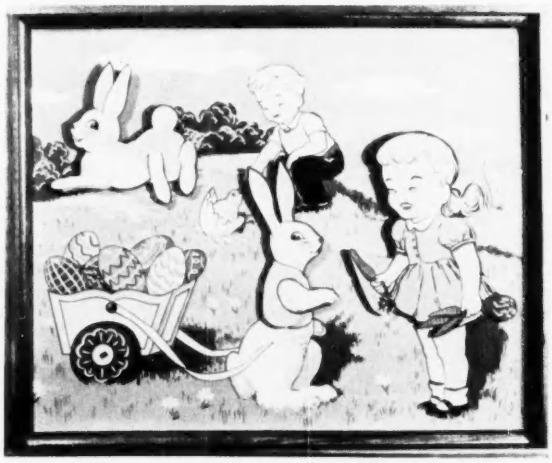
THIS IS A LIGHT AND ACTION DISPLAY

SIZE—32" x 48"—Screen printed in nine beautiful colors on 80 point cardboard. The action is the Papa Bunny painting the eggs and the Mamma Bunny polishing them. In the lower right hand corner a shell is opening and closing showing a Chick inside. On the lower left there are two children behind a hill, a Boy nodding his head and a Girl waiving her arm. This three plane display is encased in a wooden shadow box frame and is animated by a patented Gregory Motor, 110 volts, A. C. or D. C. It is complete and ready to plug into your outlet. COST—F. O. B., our factory, **$35.00**

## FEEDING BUNNY

G-510

SIZE—19" x 24"—Screen printed in eight radiant colors on 80 point cardboard. The action shows the Bunny in the upper left in a galloping motion. The other Rabbit is being fed carrots by the little Girl, and as he attempts to nibble she pulls the carrot away. This two plane display is encased in a wooden shadow box frame and is animated by the patented Gregory Motor, 110 volts, A. C. or D. C. It is complete and ready to plug into your outlet. COST—F. O. B. our factory, **$15.00**



**GREGORY MOTORS, INC.** 320 BRIDGE STREET BROOKLYN 1, N. Y.

# beau monde

THE FASHION FIGURE FOR **1950**

1950 STYLING
1950 SCULPTURING
1950 MAKE-UPS
1950 HAIR STYLING

I can truthfully say "Beau monde" Manikins have proven themselves in every test we could give them. They are so wonderfully form fitting, modern in every respect, have a splendid textured finish, are eye appealing and exquisitely dramatic.

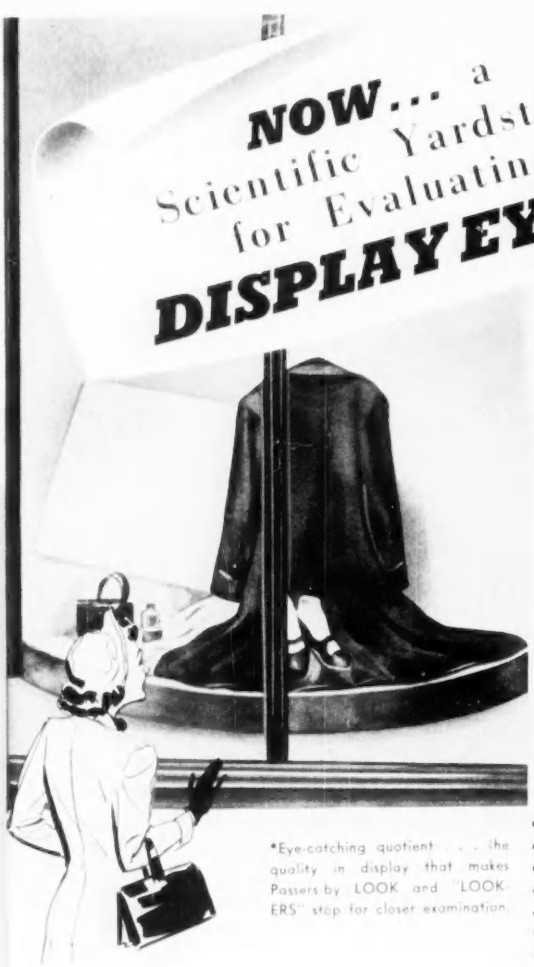
**LEONARD M. PONS**
DISPLAY DIRECTOR,
D. H. HOLMES, LTD.
NEW ORLEANS, LA.

**created by korrect-way**
DIV. AMERICAN-FIXTURE MFG. CO.
2300 LOCUST ST. • ST. LOUIS 3, MO.

**DISTRIBUTORS IN ALL PRINCIPAL CITIES**

beau monde
MANIKINS WITH MAGNETISM

# NOW... a Scientific Yardstick for Evaluating DISPLAY EYE-Q*



*Eye-catching quotient . . . the quality in display that makes Passers by "LOOK and "LOOKERS" stop for closer examination.

Why should the display on the right attract three times the audience of the one on the left? Both exhibit exactly the same merchandise under conditions scientifically controlled to insure equal opportunity for both. Here is a problem of vital importance to every display director and every store executive.

What is this "Eye-Q" (Eye-catching quotient) which causes one display to attract all eyes while another, no less impressive, is all but ignored? At last there are standards of measurement for this evasive quality which will be of great interest to all display directors and other store executives.

These standards are outlined in VISUAL MERCHANDISING REPORTS—a series of reports on a scientific study in display research now being conducted by New York University's School of Retailing. Bound volumes of Report No. 1 are now available at $5.00 a copy. Report No. 2 will be available early in June. Reserve your copy now.

NATIONAL ASSOCIATION PROGRESSIVE NAD MERCHANDISE PRESENTATION of DISPLAY INDUSTRIES

11 East Walton Place, Chicago, Ill.

You've wanted it! You've asked for it! Now, you have it! It's yours . . . beautiful, graceful Nu-Curve in a range of ten bright, brilliant colors, plus the whitest of whites. Yes, and a full six feet in height, too!

What's more, those clear surface-coated colors are far more resistant to fading than *any* previously available.

The 1" inverted flutings and finish of this sturdy construction material give it a dignity all its own. Nu-Curve is truly distinguished, lends the display atmosphere so desirable for fashion merchandise, is easily installed. Try Nu-Curve for color, for class, for economy.

***SEE NU-CURVE TODAY AT YOUR DISPLAY DEALER***

*Sherman*

**PAPER PRODUCTS CORPORATION**

**Newton Upper Falls 64, Massachusetts**

LOS ANGELES 1646 South Olive St. NEW YORK 220 East 42nd St. CHICAGO 1414 South Wabash Ave.

## FREE - FREE - FREE!

**1. NU-CURVE COLOR SAMPLES**
*The complete range of new colors in this classic display material.*

**2. PARADE-COLOR CORRODEK STORY**
*A color guide to our new, improved corrugated background material.*

**3. SPRING-SUMMER DISPLAY GUIDE**
*A reference book of smart seasonal ideas and catalog of outstanding pictorials, cut-outs and display accessories.*

**Sherman Paper Products Corp.**
**Newton Upper Falls 64, Massachusetts**

Please rush me my FREE copies of the new Sherman display literature checked below:—

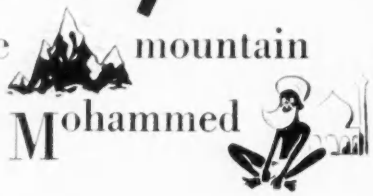
- ☐ **That sample book showing Nu-Curve colors.**
- ☐ **Those swatches of new CORRODEK Parade Colors.**
- ☐ **Your ideaful 1950 Spring-Summer Display Guide**

Name .....

Address .....

City ..... State .....

it's news when the mountain comes to Mohammed



We take pleasure in announcing that the completely new Arrow fixture line, which created quite a sensation among display buyers at the N.A.D.I. Show in New York, will be presented to you through our authorized distributors beginning January 1st.

These beautiful fixtures were designed to bring versatility and economy of display to Men's Shops, Women's Shops and Department Stores. Arrow fixtures were planned for modern visual merchandising for window and interior display use.

| | |
|---|---|
| Atlanta, Ga | Melvin S. Roos Co. |
| Baltimore, Md | Baltimore Display Service |
| Binghamton, N. Y | E. E. O'Donnell |
| Brooklyn, N. Y | National Form & Fixture Co. |
| Buffalo, N. Y | Samuel C. Dutch & Son |
| Charleston, S. C | Berendt Bros., Inc. |
| Chicago, Ill | Hecht Fixture Company |
| Cleveland, O | Levy Fixture Company |
| Dallas, Tex | Standard Fixture Company |
| Dayton, O | Leroy W. Fryman Company |
| Detroit, Mich | Display Creations, Inc. |
| Des Moines, Ia | Kesl Displays |
| Indianapolis, Ind | Display Supply Company |
| Memphis, Tenn | Wray Williams Display Co. |
| Milwaukee, Wisc | Midwest Manniquin Displays |
| Minneapolis, Minn | L. E. Hier Display Equip. Co., Inc. |
| New Haven, Conn | Marvin Display Corp. |
| New Orleans, La | Shur-Nuff Displays |
| New York City, N. Y | Nat Siegel, Inc. |
| Philadelphia, Pa | Segall & Sons |
| Pittsburgh, Pa | Art R. Cohen Company |
| St. Louis, Mo | Garrison-Wagner Company |
| Syracuse, N. Y | Merriam Displays |
| Utica, N. Y | Arnold Displays |

*Ask to see a preview of these Arrow fixtures sold only through your*

authorized distributor arrow functional fixtures

ARROW DECORATING & FIXTURE COMPANY

PHILADELPHIA 40, PENNA.

A FEW CHOICE DISTRIBUTORSHIPS ARE STILL AVAILABLE

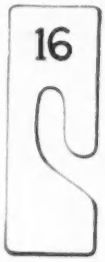


# Headquarters for Rack Size Dividers

## The "BAGEL"

Our latest plastic divider serving the purpose of keeping your stock orderly and efficiently. Made of molded plastic white acetate with black numerals which show up distinctly from great distances; size 3½" in diameter. All sizes from 1 to 60 including half sizes, also A-Z for layaways. Each 10c

## The "STOCKROOM"



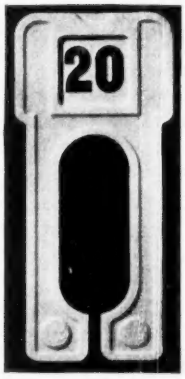

For Stockroom use. The white pressed cardboard divider has been proved successful for many years. An excellent divider for stockrooms. Very inexpensive. All sizes from 1 to 50. Actual size 12" high, 4" wide.

Each 10c

## The New "SEE SIZE"

Our new "Double Duty" plastic size divider with interchangeable sizes. Can't fall off the rack. Made of heavy moulded plastic with a window in which the proper size is inserted. Can show one size on one side, another size on the other. 7½" long by 3⅛" wide. In white or black plastic. Sizes from 1 to 60, including half sizes. Also A-Z for layaways. Complete with insert. (Extra inserts 7½c each).

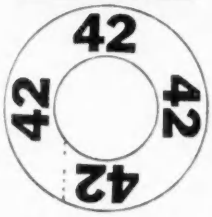
Each 35c




## The "LUMARITH"

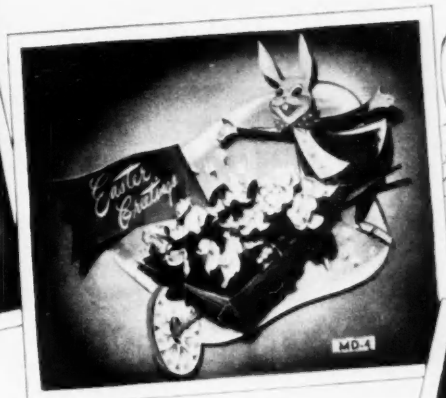
Round lumarith (non-inflammable celluloid) size divider. Cannot fall off the rack. Beautiful appearance. All sizes carried in stock from 1 to 54, also half sizes. Actual size of divider 2½" diameter. Fits any rack.

Each 10c




**NATIONAL HANGER CO., INC.**

253 W. 26TH ST. NEW YORK CITY 1




**MD-1 DIMENSIONAL VALENTINE DISPLAY** . . . of luxurious facil with spun glass cloud, wood re-inforced. Approx. 48" high, 8" deep ..... **$16.95**

**MD-2 DIMENSIONAL SPRING BIRDHOUSE DISPLAY** . . . smartly trimmed with multi-colored Spring flowers. Approx. 48" wide, 8" deep ..... **$16.95**

**MD-3 DIMENSIONAL BLOSSOM TREE DISPLAY** . . . decorated with beautiful Spring blossoms. Approx. 52" high, 8" deep ..... **$15.95**

**MD-4 DIMENSIONAL EASTER FLOWER CART DISPLAY** . . . lavishly trimmed with multi-colored Spring flowers. Approx. 48" wide, 10" deep ..... **$16.95**

**MD-5 DIMENSIONAL STAINGLASS WIN-DISPLAY** . . . with beautiful Easter lily decor. Approx. 54" high, 8" deep. **$16.95**

# Coming Your Way..

## *New and Exclusive*

## displays for Valentines Day, Spring and Easter!

***Sold and distributed ONLY by these exclusive display dealers representing the best display supply houses in America.***

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| ATLANTA, GA. | Melvin S. Roos & Co., 181 Pryor St., S. W. |
| BALTIMORE, MD. | Baltimore Display Ind., 7 S. Hanover St. |
| BOSTON, MASS. | New England Decor. Supply Co., 122 Kingston St. |
| BUFFALO, N. Y. | Samuel C. Dutch & Son, 487 Washington St. |
| CHICAGO, ILL. | Kaplan Products & Textile, 180 W. Randolph St. |
| DENVER, COLO. | Decorative Materials, 1010 7th St. |
| DES MOINES, IA. | George Kucharo, 3411 Clark St. |
| DETROIT, MICH. | Display Creations Inc., 1332 Broadway |
| HAWAII, HON. | Baders Display House Ltd., 307 S. Vineyard St. |
| KANSAS CITY, MO. | Harvey J. Maxwell Co., 913 Main St. |
| LOS ANGELES, CAL. | Aladdin Fabrics Co., 772 S. Los Angeles St. |
| MEMPHIS, TENN. | Wray Williams Display Co., 21 S. Second St. |
| MIAMI, FLA. | Samuel C. Dutch & Son, 928 Biscayne Blvd. |
| MINNEAPOLIS, MINN. | L. E. Hier Display Equip., 23 N. 6th St. |
| NEWARK, N. J. | Trim Rite Company, 301 Clinton Ave. |
| NEW YORK, N. Y. | Jan Displays, 86-51 Queens Blvd., Elmhurst, L. I. |
| PITTSBURGH, PA. | Art R. Cohen Co., 810 Penn Ave. |
| PORTLAND, ORE. | Benedicts Display Supply, 309 S.W. 3rd Ave. |
| ST. LOUIS, MO. | Garrison Wagner Co., 2018 Washington Ave. |
| SAN FRANCISCO, CAL. | Sylvan Cohen Co., 254 Sutter St. |
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***See or write your nearest dealer of***

**Majestic Creations, inc.**

35-40 30th STREET • LONG ISLAND CITY 1, N.Y.

A Complete and Matching group for window and interior use on each event. Besides dimensional displays, each unit has matching 22" x 28" posters 11" x 14" cards, facil-fab streamers, paper poster sets.

Nat Siegel

*Begin the New Year Right with*

# Nymphette

## LADIES' MANNEQUINS

An entirely new line of ladies mannequins has been produced to give your displays of fashion apparel new interest and new appeal. New bodies, new heads and new hair-dos together with the latest features you want in mannequins.

Also a complete line of kids' and men's figures that will make the clothes they wear walk out of your stores.

**Depend on Nat Siegel for Your Display Requirements**

**New Men's CATALOG Just off the Press!**

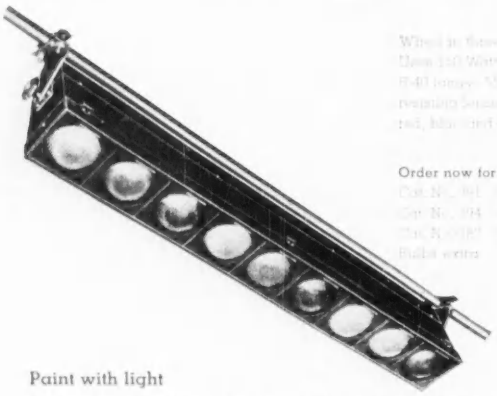
A 32-page exclusive men's display catalog, fully illustrated, is just off the press. It shows everything you need for men's wear displays, including mannequins, fixtures, displayers, forms, settings, etc.

**WRITE FOR YOUR FREE COPY**

*"Where Display Friends Meet"*

**NAT SIEGEL INC.** 39 W. 37th Street New York City 18





When in Base Cutouts, Have 150 Watt Par 38 and R-40 lamps. 55" total remaining Series in primary red, blue and green.

**Order now for prompt delivery.**

| | |
|---|---|
| Cat. No. 84 - 36" | $87.50 |
| Cat. No. 874 - 48" | 65.00 |
| Cat. No. 087 - 76" | 108.75 |

Bulbs extra

Fresnelite II
100 Watt
10" Fresnelite w/
G 16½ bulb extra
Catalogue No. 520
$13.20

**Paint with light**

"Paint with Light" and increase the traffic in your store... Obtain the light treatment your displays deserve in the rich tones you need. **Century** will teach you how to "Paint with Light". Bring your window plan and action when you visit our showroom.

**Accent-lite**

A small, compact light that gives top-notch performance... a light that will dramatize your displays with accent... color... shadow... enrich your merchandise... enhance your displays.

**Century Lighting Inc.**, 419 West 55th St., New York, N. Y. 626 North Robertson Boulevard, Los Angeles, Calif.

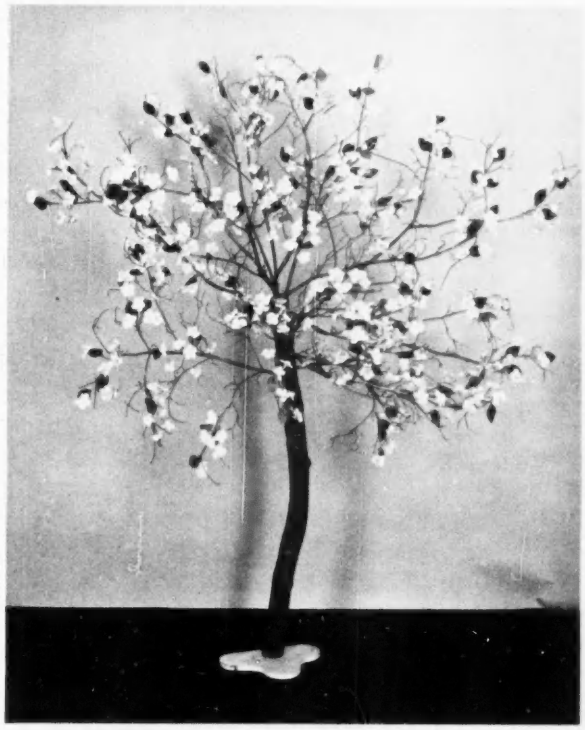
**Century** the name in lights

# OUR SHOWROOM IS BLOSSOMING FORTH WITH SPRING CREATIONS

SPRING

—o—

EASTER



MOTHERS' DAY

—o—

SUMMER

OUR THIRTIETH YEAR SERVING DISPLAY

**THE L. J. CHARROT COMPANY, INC.**

*Designers & Manufacturers*

36-38 WEST 37TH STREET
NEW YORK 18, N. Y.

ARTIFICIAL FLOWERS
DISPLAY DECORATIONS
ART DISPLAY STUDIOS

# THE MOST TALKED ABOUT EXHIBIT AT NADI's SPRING MARKET WEEK

## "Celastic*" — THE FABULOUS DISPLAY FABRIC that

- hardens like stone in 20 minutes
- is weatherproof
- is unbreakable
- is light as paper

### HOW "CELASTIC" WORKS: Simply DIP IT--in "Celastic" Softener

then

**DRAPE IT** into a fanciful drapery, swag or any shape desired.

**CAST IT** as you would papier mache using positive or negative moulds. Save 75% labor because one layer is all you need.

**SHAPE IT** freely into any desired form. "Celastic" Sculpture makes paper sculpture as outmoded as Mr. Ford's Model T.

**SILK SCREEN IT** with the figure of a leaf, flower, bird, etc.—then give it the third dimension with a quick immersion into "Celastic" Softener and a few deft shaping movements of your fingers.

**It's ADHESIVE Too!** May sound like too many superlatives . . . but "Celastic" is one of the most powerful bonding agents ever discovered. It bonds metal, wood, plaster, etc. with a herculean grip.

THESE ARE JUST A FEW OF THE REASONS . . .

**YOU'LL MAKE MIRACLES COMMONPLACE IN *YOUR* WORKSHOP**

YES, JUST A FEW OF THE REASONS . . .

**YOU'LL OPEN UP A NEW WORLD OF DISPLAY IDEAS, GIVE YOUR DISPLAYS A NEW FREEDOM OF EXPRESSION!**

Write today for detailed literature and prices to . . .

## WALTERS DISPLAY, INC.

1649 THIRD AVENUE • NEW YORK 28, N. Y.

NATIONAL DISTRIBUTORS U. S. A. AND CANADA—
DISPLAY AND ALLIED INDUSTRIES

*Trade Mark of the Celastic Corp.

# ABACOT *presents*

## 2 fine materials for SPRING!

## SCULP-TU-ROLL

DEEP EMBOSSED

With raised texture you can see and feel

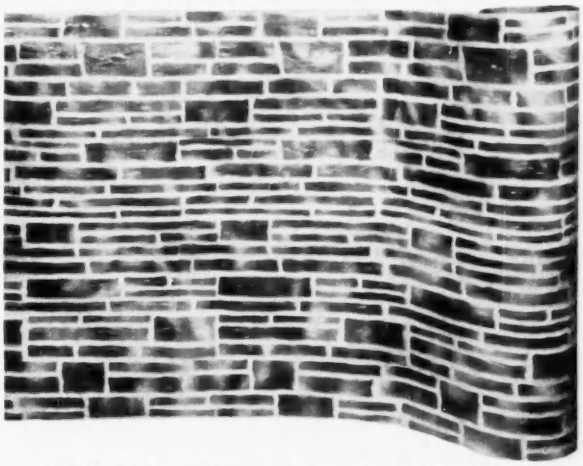
NOW AVAILABLE
IN SEVEN FUNCTIONAL PATTERNS

These natural deep textured patterns are the finest ever offered the display field and come in sizes listed.

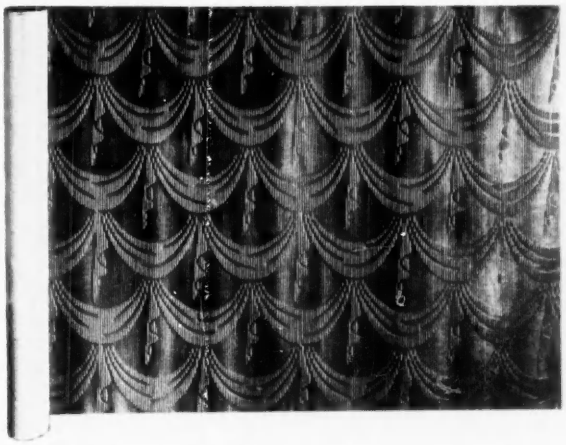
| | |
|---|---|
| Flagstone & Grass | 28" x 20' |
| Stonewall | 28" x 20' and 48" x 15' |
| Oakbark | 28" x 20' and 48" x 15' |
| Brickwall | 28" x 20' and 48" x 15' |
| Lannon Stone | 48" x 15' |
| Timber | 28" x 20' and 48" x 15' |
| Drape | 28" x 20' |

All Sculp-tu-rolls

**$6.95** per roll



LANNON STONE—48" wide x 15' long. Colorful blended grand canyon tones of yellow-orange and greys.



## Abrocade

KERCHIEF DRAPE
No. A-300

IN 12 BEAUTIFUL COLORS

A wide, sweeping design in a three-dimensional material ideal for many display uses. Available in TWELVE colors.

| | | | |
|---|---|---|---|
| Flame Red | Azure Blue | Light Blue | Pink |
| Emerald Green | Dark Blue | Orange | Ivory |
| Nile Green | Yellow | White | Brown |

Rolls 48" wide, 25' long

**$4.00** per roll

We Manufacture Many Other Popular Display Items!

• DISPLAY CORRUGATED • HALF-CURVE • QUILTFOIL • LEATHERETTE FLOORING PAPERS
• P. K. DIE-CUT VALANCES • FRAMES-BY-THE-ROLL • ABROCADE • SCULP-TU-ROLLS •

**Custom-made displays and materials for quantity users.**

BE READY FOR SPRING—ORDER NOW!

**ABACOT DISPLAYS, INC., BEDFORD HILLS, N. Y.**

# An Inspired Source for Spring Ideas!

We have been working "hand in hand" with display men for over 53 years . . . . interpreting their needs with distinctive and refreshing displays.

Among our new, Spring display treatments are smart, novel creations in chicken wire, developed by one of America's leading designers.

For these and other displays with that "Decorative Touch" visit our convenient, spacious showroom.

## DECORATIVE PLANT
CORPORATION
136 WEST 24th STREET • NEW YORK 11, N. Y.
WAtkins 4-4405

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## How many of these TEKWOOD advantages do you need?

MADE OF GENUINE Tekwood REG. U. S. PAT. OFF. HARDWOOD VENEER FACED WITH KRAFT PAPER Product of UNITED STATES PLYWOOD CORP.

**CHECK INTO IT.** *Tekwood's extraordinary versatility may enable you to raise quality while you lower costs.*

- ✓ Won't buckle, split or splinter
- ✓ Takes paint beautifully
- ✓ Takes embossing cleanly and permanently
- ✓ Ideal undersurface for covering materials
- ✓ Die-cuts cleanly and easily
- ✓ Unusually high strength weight ratio
- ✓ Extraordinary durability
- ✓ Lightweight
- ✓ Routs or folds quickly and easily
- ✓ Readily takes silk screen printing or lithography
- ✓ Self hinging when scored or cut partly through
- ✓ Remarkably low-priced

Tekwood is made with a core of sturdy hardwood. To each side is resin-bonded a tough sheet of Cylinder Kraft paper. The grain of the Kraft goes at right angles to the grain of the wood. Result? A tough, strong, ruggedly rigid material that's remarkably versatile. Write us today for complete data on Tekwood. Chances are you can use it.

## UNITED STATES PLYWOOD CORPORATION
55 West 44th Street, New York 18, N. Y.

*Manufacturers of Tekwood and Weldwood Plywood*

Tekwood is a patented product—U. S. Pat. No. 2007544

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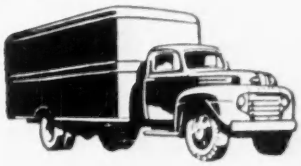

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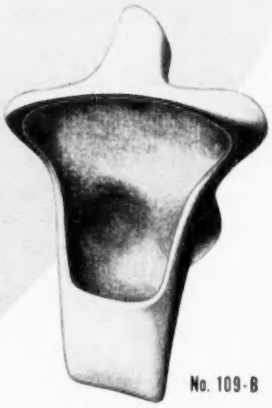

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Full round form for counter displays. Same colors as Style 109-B. All colors:

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**they're attractive...** Perfect design and careful workmanship are combined in lightweight Formoselle fibre and plastic, a hard surface, easy-to-clean material that's chip proof and crack resistant. The smart Formo-fleck finish comes in seven soft, pastel colors.

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**$3.25 each**

Quick...easy to trim...90% need for pins eliminated!

Simple to suspend . . . now modern displays the easy way!

Order Formoselles from your local display dealer. (Over 250 jobbers and distributors in U.S., Canada and the Hawaiian Islands.)

**Formo DISPLAYS COMPANY**

*A division of Western Pulp Co.*

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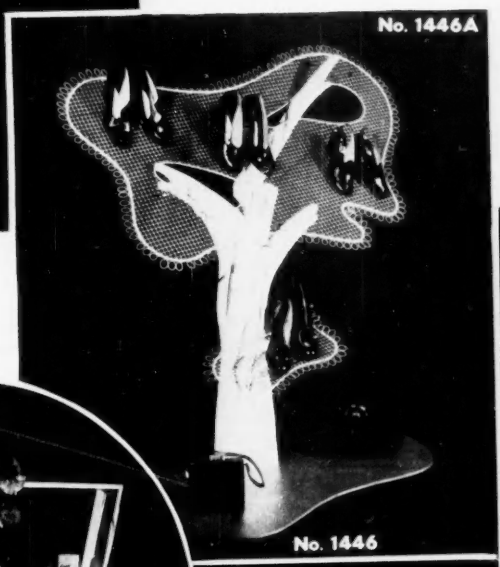
# functional wood displayers...

Practical merchandisers in pecky cypress, white lacquer finish with chartreuse rub . . . practical screens in smooth poplar, white lacquer finish, 7 and 8 foot sizes . . . ideal year-round units . . . ORDER NOW.

No. 1435

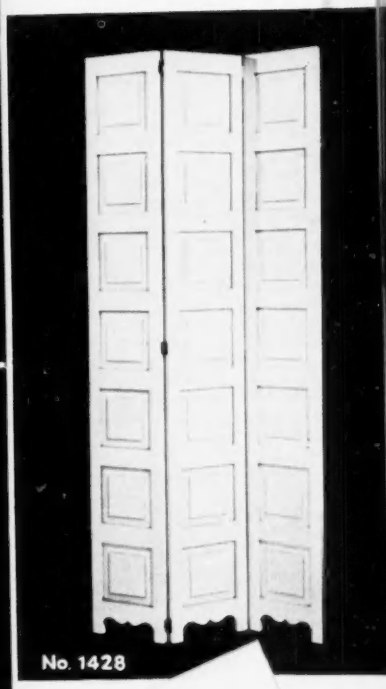
No. 1435 FIVE BOX DISPLAYER Box-type shelves and base in white with chartreuse rub . . . decorative brackets in chartreuse spattered with gold . . . size, 73" high x 56" wide x 18" deep.
Each $24.50



No. 1446A

No. 1446

No. 1437



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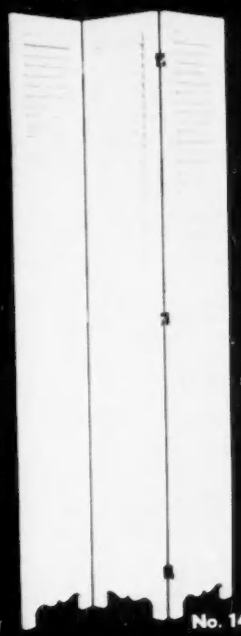

No. 1427

No. 1446 WIRE AND PECKY CYPRESS TREE Heavy pecky cypress tree in white with chartreuse rub . . . irregular mesh panel in chartreuse . . . base in deep green spattered with white . . . size, 51" high x 47" wide x 24" deep.
Each $32.50

No. 1446A WIRE FORM ONLY Same as wire form on No. 1446 . . . makes an attractive hanging unit . . . size, 47" long x 28" wide x 12" deep.
Set of 2 $16.95

No. 1437 PECKY CYPRESS ACCESSORY CABINET Finished in white lacquer with chartreuse rub . . . solid wood legs in rich gold . . . size, 52" high x 48" wide x 10" deep.
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No. 1427 SHUTTER SCREEN Solid wood shutter panels . . . double-acting brass hinges . . . finished in durable white lacquer . . . size, 84" high x 36" wide . . . each panel 12" wide.
3-Panel Screen $37.50

No. 1428 SQUARE PANEL SCREEN Interesting recessed beveled panels . . . solid wood construction . . . double-acting brass hinges . . . white lacquer finish, square panels highlighted with a warm green . . . each panel 12" wide.
84" high x 36" wide $39.95
96" high x 36" wide 44.50

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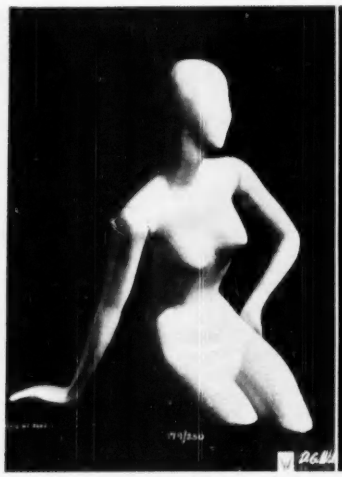
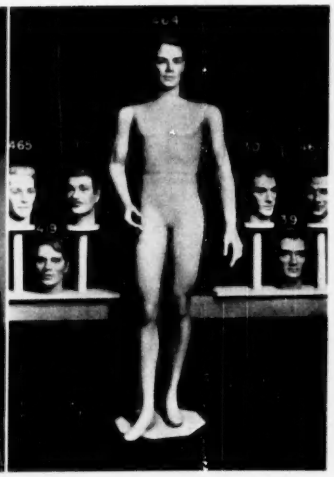




# Late Developments In

DISPLAY mannequins and forms, to the experienced eye, have as many different personalities and characteristics as human beings. In the next four pages are shown late products of 16 companies.

Presented first during Display Market Week in December, the new "Patina All-Purpose Form" seen in the first illustration is by D. G. Williams, Inc., 498 Seventh avenue, New York City. This striking abstract form with two removable arms is described as "Perfect for showing lingerie, corsets, bathing suits, blouses and skirts, millinery, etc. This form can be furnished in a choice of beautiful colors, such as nude, off-white, new rose, lilac, pastel brown, turquoise and pastel, and violet. The figure is 35 inches high, 33 inches wide, 20 inches deep."

One of the pert, expressive figures of Mileo Mannequins, 7 West 36th street, New York City, is pictured next. Of this line the manufacturer says: "The contour of the body is such that garments ranging from sportswear to evening attire are shown to their best advantage. A specified finish, our own 'Velour Skin Texture Finish', makes the mannequin outstandingly attractive, as well as protecting the figure from cracking or chipping."

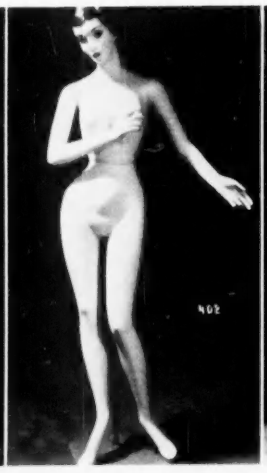
—Upper left, by D. G. Williams, Inc., New York City. . . . Left center, by Mileo Mannequins, New York City. . . . Right Center, by W. M. Zeppen-Field Studios, Hollywood. . . . Upper right, by Display Mannequins, Inc., New York City—

The third photograph above is of a mannequin by W. M. Zeppen-Field Studios, 923 North Cole avenue, Hollywood. Featured are a natural expression and well-rounded body lines.

From Display Mannequin, Inc., 257 West 17th street, New York City, comes the man's figure pictured next, with strong facial characteristics and a stalwart body. Six of the firm's line of men's heads are seen in the background of the same photograph.

At the lower left on the same page is a

—Lower left, by Display Equipment Corporation, New York City. . . . Left center, by Marlou Mannequins, Inc., New York City. . . . Right center, by Royal Mannequin Corporation, Brooklyn. . . . Lower right, by Rubber Products, Inc., Chicago—



# Mannequins And Forms

misses' figure by The Display Equipment Corporation, 147 West 37th street, New York City, one of two lines styled by Winston Jones, Franklin Simon & Co., and the other by Louis Villela, of B. Altman & Co., both of Fifth avenue. Graceful carriage, femininity, attractive appearance, and the latest style coiffures are characteristics of both these groups of figures.

Sixth in the group of illustrations is a photograph of the "Fashion Madonna" group by Marlou Mannequins, Inc., 508 Broome street, New York City. They are described in these terms by the manufacturer: "The Fashion Madonna was designed to meet all requirements of the 1950 fashion trends and is available in either a fabric or lacquer finish. These figures of papier mache are characterized by their finely chiseled features and soft flowing lines. A number of different wig styles may be had as desired."

Designed to wear size 12 apparel to best advantage is the next mannequin, a product of Royal Mannequin Corporation, Brooklyn. Accent is more on naturalism, with the body curves less accentuated than found in many current figures.

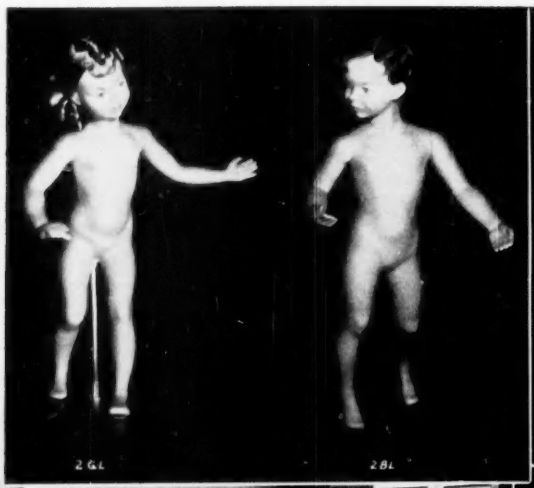
The half-torso and full torso are produced by Rubber Products, Inc., 2010 South Halsted street, Chicago, and are well adapted to the display of bathing suits, swim trunks, and underwear.

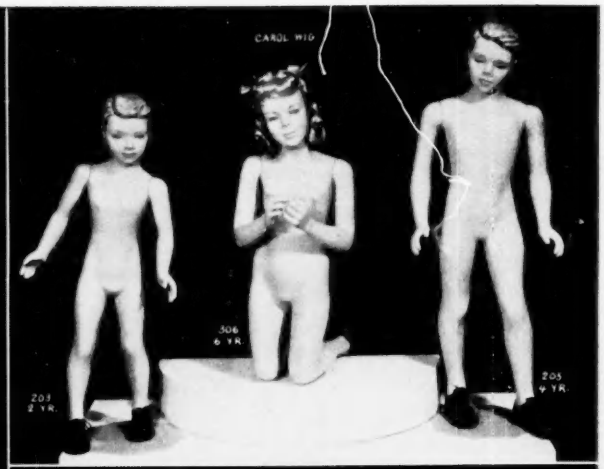
Vaughan Mannequins, 59 West 36th street, New York City, is a comparatively new firm in the display figure field. One of its mannequins, designed by Henri Breuer, is seen at the upper left on page 33. Rubber hands and ears are features of the Vaughan mannequins. Included in the line are juniors, teens, and misses, as well as milliners' heads, corset forms, and men's shirt forms.

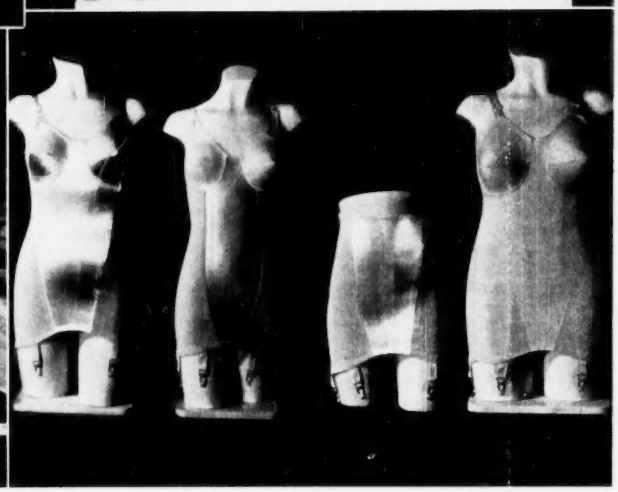
The men's figures pictured in the interior

—Upper left, by Vaughan Mannequins, New York City. . . . Left center, by Forms by Fernand, Inc., (The Greneker Corporation), New York City. . . . Right center, by R. R. Baizerman, Brooklyn. . . . Upper right, by National Art Studios, Chicago—

—Lower left, by Vernon T. Carlock, Greenville, Ohio. . . . Left center, by Manhattan Mannequins, Inc., New York City. . . . Right center, by American Model Form Company, Inc. . . . Lower right, by L. A. Darling Company, Bronson, Mich.—





display at Gimbel Brothers, New York City, are by Forms by Fernand, Inc., (The Grencker Corporation), 715 Fifth avenue, of the same city. Completely masculine in appearance, they are capable of a great number of poses and wear apparel with distinction.

Some years ago a smoking mannequin was introduced, but A. R. Baizerman, of 2106 Cropsey avenue, Brooklyn, has come up with an animated figure which gives a most life-like performance. The figure's arm moves up to bring the cigarette to her lips, a puff is taken, the arm moves down and the puff is exhaled; the cycle is then repeated. At the time this photograph was taken the arm was on its upward path. Baizerman has also incorporated the smoking feature into a line of men's figures.

Slender legs, accented hips, and sharply flaring shoulders are noted in the mannequin at the upper right on page 33. Available in various type wigs, the figure is by National Art Studios, 308 South Market street, Chicago; several finishes may be had.

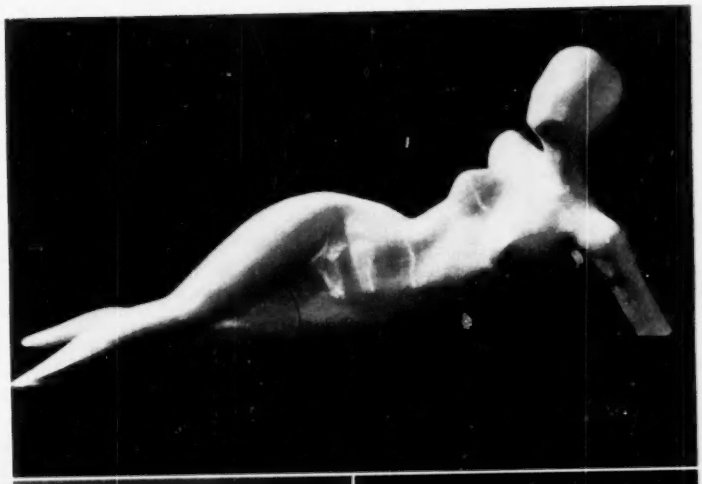
The line of demarcation between displayers and forms seems to get thinner every day, and the head and bust by Vernon T. Carlock, Greenville, Ohio, seems to prove this point. Made of papier mache, this millinery head may be had in pastel antique finishes.

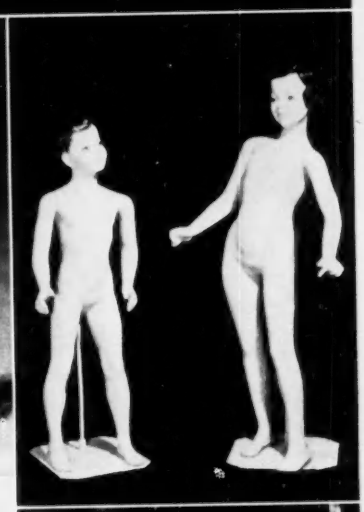
The man's head with the touches of gray at the temples and the hair peak is one of a wide selection of "Patina" heads and forms being produced by Manhattan Mannequins, Inc., 119 Prince street, New York City. The firm is creator of the well known "Multi-Quins" and "Kiddie-Quins", all-purpose figures capable of a great number of poses.

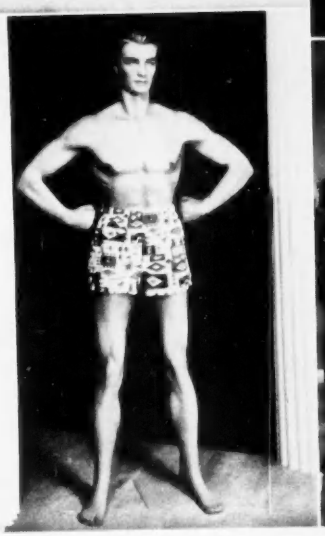
American Model Form Company, Inc., 38 Greene street, New York City, is the creator of the chipper little miss with flexible waist. Noticeable absent is the "forced, pinched waistline of past styles," states the manu-

—Upper left, by Milec Mannequins. . . . Upper right, by Display Mannequins, Inc. . . . Left center, by Display Equipment Corporation. . . . Lower right, by Rubber Products, Inc. . . . Lower left, by American Model Form Company—

—At the right, by D. G. Williams, Inc. . . . Left center, by Royal Mannequin Corporation, Brooklyn. . . . Right center, by Manhattan Mannequins, Inc. . . . Lower left, by W. M. Zeppen-Field Studios. . . . Lower right, by The Greneker Corporation—







facturer. The sweater girl points and unfeminine straight lines and so-called angular curves are thus replaced by our impression of the fashionable woman. Of additional importance in these figures are the pleasantness and warmth emanating from the head sculpture to make the present-day mannequin more than just a store window doll, but a figure doing a job by pantomiming human expression."

Concluding the group of figures on the first two pages of this article is a mannequin by L. A. Darling Company, Bronson, Mich., of which the firm states: "Subtle flattery is the secret of their charm. Skillfully decorated in a technique that keeps features in soft focus and delicately complements new shades and styles of ladies' apparel, these new mannequins have all the necessary requirements for smart display of present and future fashions. They are topped by perky hair-does, have full bosoms, and perfectly proportioned legs aid in promoting the shorter skirt. Lighter shades of finish blend with the soft new colors of fabrics. These mannequins are available in 48 poses and three different price ranges."

At the upper left on page 34 are two tots by Mileo Mannequins, New York City, in the two-year age group and having fine action poses.

Second on the same page is seen another group of children's figures, these being, respectively, two-year, six-year, and four-year. The mannequins are by Display Mannequin, Inc., New York City.

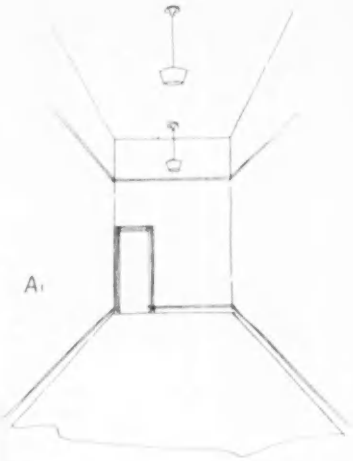
Two mannequins from the line of The Display Equipment Corporation, New York City, are seen next in a display setting taking the well-known Stork Club as its theme.

The life-size corsetry forms produced in durable rubber, flesh tinted, are by Rubber Products, Inc., Chicago, and were designed in collaboration with the Formfit Institute; they are the result of much research and planning by the latter organization. Rubber Products points out, however, that these forms will display any make of garment and are not to be associated with Formfit products only. The figures are fashioned to flatter even the large garments without pinning or fitting, and when used for panel displays they aid customers very much in making a pre-selection of garments, thus speeding up selling.

The last photograph on the same page is of one of the "petal" forms produced by American Model Form Company, Inc., New York City; the treatment of the shoulders and neck avoids the amputated appearance seen in many similar forms.

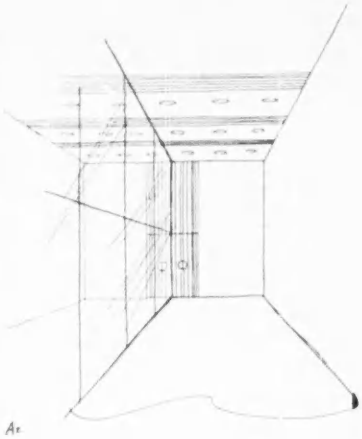
At the top of page 35 is a "Patina Reclining Figure" by D. G. Williams, Inc., New York City. This form is constructed of strong papier mache and finished in striking patina effect. The form can be used on ledges or in windows and is ex-

[*Continued on page 88*]



A1

—The objective in dealing with a long, narrow area is to make it more nearly square in appearance, either in actuality or by illusion. In A-1 and A-2 we see how this can be done by removing the molding, running lighting fixtures in rows parallel to the short wall, and the use of mirrors on one wall to increase the apparent width of the room—



A2

# Pleasing And Practical Layouts For

B1

IT is a well known fact that many stores provide a small window front and a long, dark alley-like interior. This may satisfy the owner of the building, but it is a difficult problem for the store tenant.

Less well known is the theory that the most perfect atmosphere will originate in a room which is square or close to square. A feeling of balance, harmony and order permeates such interiors.

A restaurant owner of international background once told us that he resolved to open his new place in New York City until he found a perfectly square room. We watched this man for over a year as he let the summer season and the winter and another summer go by until he finally found the ideal spot. This happened in 1944. The new restaurant has seen five excellent years so far and will probably go on for many more to come.

The theory is equally valid for restaurants, homes, stores and showrooms. If a clever man sacrifices the possible earnings for more than a year, there must be a good reason in his desire for the square room.

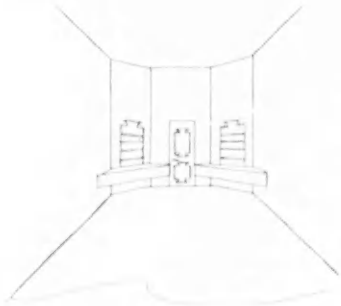
All these explanations point to the fact that the long and narrow store is fundamentally unsuited for pleasant selling and buying.

The next question is, can anything be done to stretch the walls—and what? The answer is, that you can not stretch the walls, but you can help the imagination and indirectly create that feeling of harmony and balance by means of make-believe.

Some of the tools to achieve this goal are the treatment of the floor-plan, the placing of furniture and partitions, then the wall-treatment, mirrors and wallpapers, and the design of carpet, linoleum, and lighting.

Take plan A as an example. Here we have a long narrow room with one door at the left hand side and lighting fixtures placed at regular intervals, emphasizing the length and narrowness of the room. A picture molding accentuates the height, which in turn reflects on the narrow quality of the store.

One way of solving the problem is to

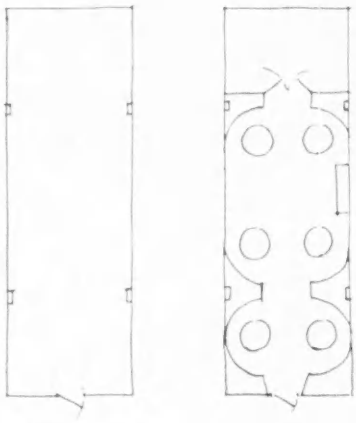


B2

widen the room optically with mirrors. The long wall is covered with large mirror panels, as seen in A-2. The reflection creates a feeling of width, elegance and allure. The moldings are removed and a greater feeling of unity enters the picture. Instead of emphasizing the length of the room with one row of fixtures running parallel the long wall, we introduce lighting fixtures in rows which run parallel to the short wall. But the three fixtures are reflected in the mirror and appear as individual rows of six fixtures. Even the narrow door gains in grandeur, as it is paneled with an interestingly grained wood, the paneling being continued on the wall space above the door and up to the ceiling.

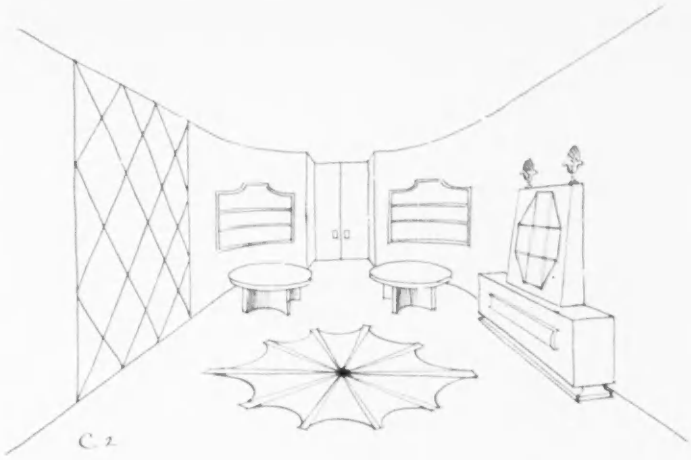
Everything has been removed that might remind the imagination of narrowness and everything has been done to accentuate width. The scene is set for an attractive shop with an atmosphere for pleasant shopping.

—B-1 and B-2 illustrate a treatment for the long, narrow room of irregular size. One solution is to reflect the biased section of the room in mirrors on the opposite side, so that the area becomes symmetrical — if only through illusion. . . . Sketch C-1 shows the basic plan of a long, narrow store which is converted as pictured in C-2 on the opposite page—



C1

—In C-2 the space problem is solved by converting the area into three-square or nearly square sections. Small, round display tables add to the circular plan followed, and this is also picked up and emphasized by the inlaid linoleum pattern. . . . In Sketch D we see a novel treatment for a lingerie shop. Rather than taking away from the width of the room by deep furniture, it is suggested that flat display cases of shadow-box style be used. Wavy patterns in the linoleum suggest to the eye that the room is much wider than it is in actuality—



C-2

# Long, Narrow Stores

By KIM HOFFMANN and STEPHEN HEIDRICH
Designers, New York City

Plan B pictures another and more difficult problem: the narrow room of irregular size. There are frequently staircases, long halls and washrooms which force the architects to convex or concave the long wall at one point or two—simply cut off a corner of the store. In this case we can simply cut off the irregular section of the store and make it 2 or 3 feet shorter. Again we can also use mirrors on the long wall and thus repeat the irregular feature in the mirror; this will create a feeling of symmetry. It will show one biased wall on the right hand side in nature and the other biased wall simply as a reflection in the mirror on the left side. With two biased walls the room is symmetrical—if only via illusion.

However, we do not have to use mirrors and we do not have to rely on optical tricks. We can do what the architect did. He cut off one corner of the room at the right side. We shall do the same at the left side. We shall place the door in the remaining center wall space and use the two biased walls for display niches and counters.

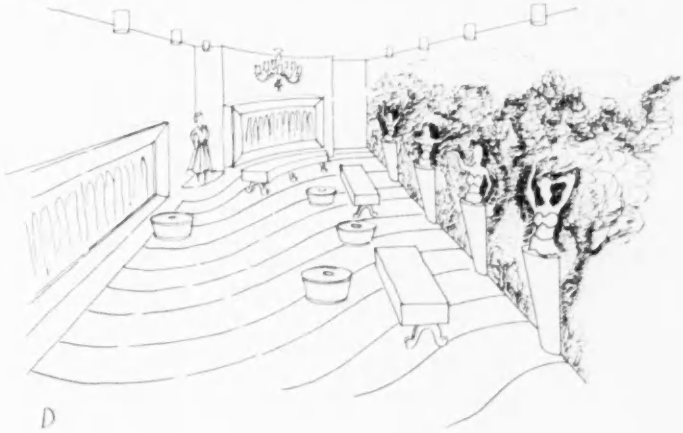
Plan C indicates another solution for the long and narrow store. The idea behind this plan is to create three close-to-square rooms instead of having one long room. To begin with the rear of the store, here we install a private office or storeroom, which is completely seperated from the main store. The balance is divided into two sections. The one closer to the street acts as a hall or lobby and is almost round by virtue of the fact that the partitions used are ceiling high closets with quarter-circle curves facing the store and equipped with display niches, lighted indirectly. The room in the closets may be used advantageously for the storage of merchandise. Small round display tables increase the feeling of roundness, intimacy and harmony—the circle being the most perfect and harmonious of all patterns and designs. A medium-sized decorative display case is placed on the right hand side. A mirror cut in diamond-shape sections is installed on the wall facing the showcase, adding to the feeling of width. A decorative pattern on the floor, carried out in inlaid linoleum, further underlines the motif of the circle and effaces the fact that the store is originally a long, narrow one.

Plan D might have been based on the blueprint of B or C. It is again a long and narrow layout with an irregular feature added to it. A convex wall forms the back of the store. This happens to be a store for underwear, negligee, corsets, etc. Rather than take away from the width of the store with deep furniture we suggest the installation of flat wall cases in shadow-box fashion. To create the illusion of width we introduce diagonal wavy bands for the linoleum. The eye follows these long bands which go from right to left. By means of an optical illusion we obtain the feeling that the store is almost as wide as these bands are long. Elegant hassocks are used as shown. While the linoleum might be purple and gray, these hassocks might be upholstered in bright pastel colors, adding gay spots of cyclamen, green, turquoise and pink. These colors could be repeated in the lamp shades at the end of the store.

To introduce a touch of whimsicality the mannequins featuring underwear are placed against the wall like marble statues in an 18th century formal garden. To elaborate on this note a wallpaper or mural is suggested which may show a garden landscape with trees and sky, indicating depth and distance.

The shop owner will find that regular patterns in wallpapers will destroy any feeling of generous distance and perspective. However, wallpapers designed in the "scenic" manner will greatly enhance many a store. These papers are composed of 4 to 10 and more different widths. Each width fits the adjoining one in patern and together they create a large panoramic view without any tiresome repetition of the pattern.

In short, even though we can not actually widen rooms, we can shorten them and create more pleasant proportions as one way to make a long store more attractive. In all other solutions the room is left in its original layout and only optical tricks are employed to create a feeling of width.



D

# Advertisers Woo 2,000,000 Stores

THIS year will see the most unusual mass "courting" in commercial history, with thousands of manufacturers wooing some 2,000,000 American retailers in every line of business. Object of the courtship is not merely sales, but to win preferred position in the most coveted advertising medium in the nation: retail store windows.

According to U. S. Chamber of Commerce figures, in 1948 the United States had a total of 1,911,000 retail establishments exclusive of those defined "service," and including barber and beauty shops, business services, laundry and cleaning, miscellaneous personal, auto repair, amusements, hotels and lodgings, and 15,000 movie theaters.

Topping the list of bona fide retail stores were 373,000 grocery stores, 340,000 eating and drinking places, and 242,000 filling stations. The census showed 94,000 apparel shops, 62,000 motor vehicle dealers, 61,000 drug stores, 53,000 hardware stores, 52,000 department stores and general merchandise, 50,000 home furnishing stores, 50,000 building material retailers, and 36,000 meat and seafood merchants. The list included 29,000 automotive dealers, 27,000 radio and appliance stores, 25,000 liquor retailers and 21,000 shoe stores. "Miscellaneous" retailers aggregated 234,000. "Non-grocery" food stores alone totaled 129,000.

In virtually all of the field above from two to two dozen different manufactures are in constant competition for window and store display space in desirable locations, and "desirable location" itself is a challenging term. A mid-block shop has been proven to outsell its four-corner rival through the sales aid of a window display that the bigger store did not have.

Thus more manufacturers clamor for more window and store display space to assure their own products the final blast of promotion at the point-of-sale, where the buying decisions are made. Each manufacturer has his own reason for resorting to window display promotion. To some, point-of-sale displays furnish indispensable support of expensive national advertising programs; to those who can not indulge in national advertising, punchy window displays help win distribution as well as stimulate sales.

This spreading competition for window and store display space gives the retailer dictatorial power: makes him a one-man board censorship with the final word on what display will appear in his window, and how long it remains. Consequently as never before the shadow of dealer preference flutters warningly across drawing boards when display specialists are roughing out new display campaigns. The display that convinces the dealer as being the most useful to him is the one that gets the nod, and preferred position in his window. This is something that many advertisers are learning the hard way. But they are learning, as display trends indicate.

Because many window and store displays for 1950 were in the design stage back in 1949 it is safe to predict an increased use of light and motion in lithographed cardboard displays this year, as well as a con-

—Gillette took a chance on its famous 2-for-1 offer . . . and was sensationally successful . . . Above, the "Technichrome" process in use: The illustration is in eight colors in translucent ink on transparent plastic, mounted in a lighted shadow-box. . . . A snow-machine features the Schenley's traffic-stopping display. . . . The time-tested jumble basket paid off for "Toll House" cookies—

—Billy Rice, noted Ringling Brothers-Barnum & Bailey clown, appears with the Krueger "K"-man in this display. . . . An actual veil of blue mesh is used on the Schaefer display featuring Maureen O'Sullivan. . . . Below, a distinguished trademark comes into three-dimensional use in the display for Dobbs hats—

# In Display Race

By GURDON SIMMONS,
Director, Public Relations,
Einson-Freeman Company, Long Island City, N. Y.

lighted only by its 40-watt shadow-box lamp, is more impressive by night than day.

Because it permits an attractive and effective display of merchandise and models, and of lines which can not be carried in stock, and otherwise serves as an impressive illuminated catalogue its application is almost without limit. Among the earliest in 1950 to utilize "Technicrome," for example, are Ford Motor Car Company, Swift & Co., National Distillers, Oneida, Ltd., New York state silversmiths, and the Los Angeles Brewing Company.

Innumerable 1949 point-of-sale display campaigns served as straws in the wind for the predicted 1950 window and store display advances. One of the most notable, described by Joe Leigh, Einson-Freeman board chairman in a talk on "Visual Sales Aids" tinuing increase in counter and floor merchandising displays, and "jumble baskets" to spur pick-up sales and stimulate impulse buying. Also there is a definite trend to wider use of point-of-sale displays as brand name reminders, with trademark characters featured conspicuously in the display design. All these developments are in deference to expressed, or implied, dealer demands.

This year will be noteworthy for the spreading use of light and motion displays, premiums, and displays advertising related items, but 1950 will also see a more revolutionary advance in point-of-sale display media through the debut of "Technicrome," the point-of-sale promotion "find" of the year.

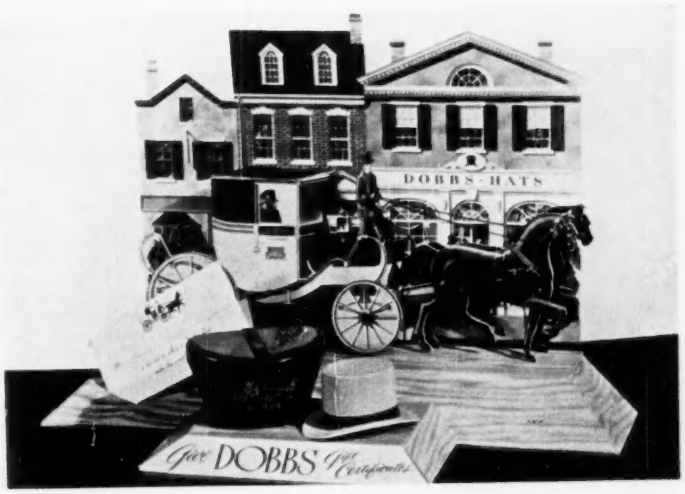
"Technicrome" in its essence is a full color display lithographed in translucent ink on transparent plastic, set in a lithographed cardboard frame and backlighted in a cardboard shadow-box. The same film for making offset paper printing plates can be used for the "Technicrome" reproductions.

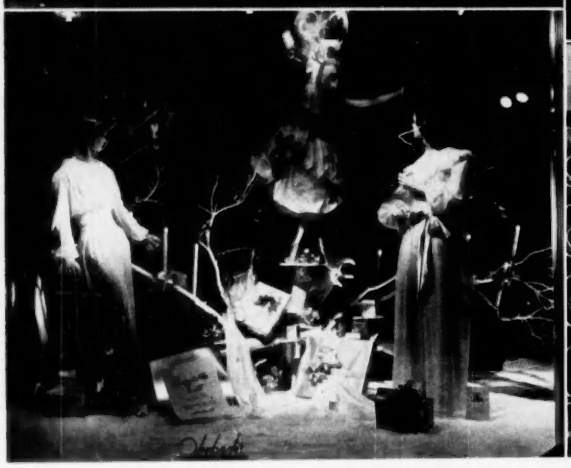
So much for the physical aspects of the process. Its advertising effectiveness can not be dismissed as quickly. In the first place it is an eye-catching display that imparts breath-catching beauty to the illustration, however prosaic the illustrated subject may be. Because of its color and charm a "Technicrome" display gets a far longer "look" from the window gazer than the same display would receive as a lithographed sheet mounted on cardboard. This in itself helps make a deeper impression on the observer, assuring a much longer mental after-image. A competing product would have difficulty crowding a "Technicrome"-advertised product from the consumer's mind.

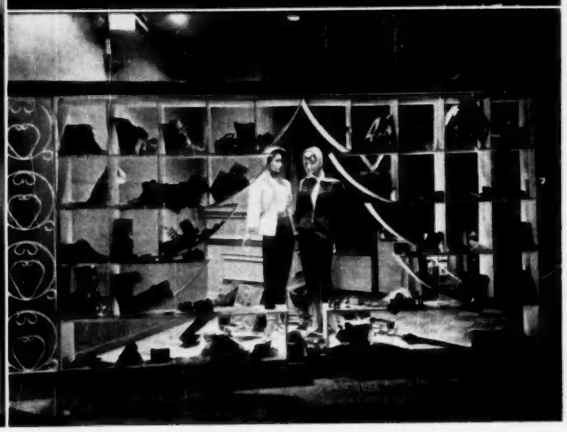
"Technicrome" is not merely a work of art ringed with unseen selling hooks, it is a tireless promotion worker that practically doubles the window display's customary "work hours." If anything "Technicrome," at the Boston Advertising Club, was Gillette Safety Razor Company's daring "$2 to $1" bet offer. The promotion was a double your money back offer on Gillette's new super-speed razor. The "bet" was linked with the big three of 1949 racing, the Kentucky Derby, the Preakness and the Belmont Stakes.

Gillette was dubious about springing the campaign, particularly after Lloyd's asked a prohibitive premium on insurance against a possible flood of unwarranted money back demands. The razor people, Leigh said, decided to underwrite their own risk and save the insurance premium. Their action was justified. Sales were phenomenal, money back demands were negligible. Out of some two million sales only 487 customers asked for the two dollars. What amused Gillette was the number of people who took the "bet" offer literally and mailed the company dollar bills and nothing else but their names and address. Each was mailed a Gillette super-speed razor.

Schaefer Brewing Company "whose hand has never lost its skill" got plus promotion for its Schaefer beer and ale in a life-size lithographed display featuring Maureen O'Sullivan with actual lace veiling covering the screen star's lithographed hat. Later in the year when the century-old Newark brewing company introduced its new "Pale Dry", point-of-sale displays figured prominently and profitably in the debut of the new beer. [Continued on page 89]







# New York Displays Combine Beauty

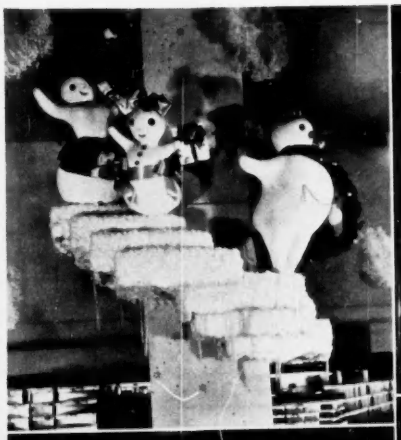
THE accelerated buying during the ten-day period before Christmas could largely be attributed in New York City to the host of thrilling displays. While there were many sharp contrasts from the fabulous to the direct approach of displaying practical suggestions for the holiday shopper, this city's displays lived up to and even exceeded their traditional reputation.

Brilliant Haitian settings designed by Carl Malout made colorful backgrounds for the first promotion of resort wear in the Lord & Taylor windows. Black was featured for beach, sun and play clothes, with the cops reading, "New thoughts for tropical climes where the magic is black".

In the accompanying illustration showing one of the group of four windows, Display Director Henry Callahan had the floor dropped below street level and covered with magenta chips. Blue, green and magenta rush-bottom chairs were suspended at the left. Great bunches of yellow cloth bananas and fringed palms, hung with yards of color-splashed cotton fabrics, generously draped, all heightened the vivid tropical effect. Two typical doorways painted in theatrical style as separate units were placed before the black backwall. In the adjoining window, stepladders painted green and magenta made bold diagonals with bright papier mache chickens perching on some of the rungs.

"Lights of Christmas" executed in four scenes made the theme for the principal holiday windows of Lord & Taylor. To some observers the force of the windows lay in their reputed cost, to others the fabulous presentation, while to still others the beauty of the real Christmas message and mystery

—Upper left and right, by Henry Callahan, Lord & Taylor. . . . Lower left, by Andy Hvorslev, Ohrbach's. . . . Lower right, by Tom Russell, Peck & Peck. . . . Immediate left, by Sam Smith, De Pinna's. . . . (All photographs by courtesy of Virginia Roehl Studio, New York City)—



# With Selling Power

By VIRGINIA ROEHL
Virginia Roehl Studio, New York City

of the season. The four scenes designed by Display Director Henry Callahan depicted candelight, starlight, Christmas tree light, and firelight.

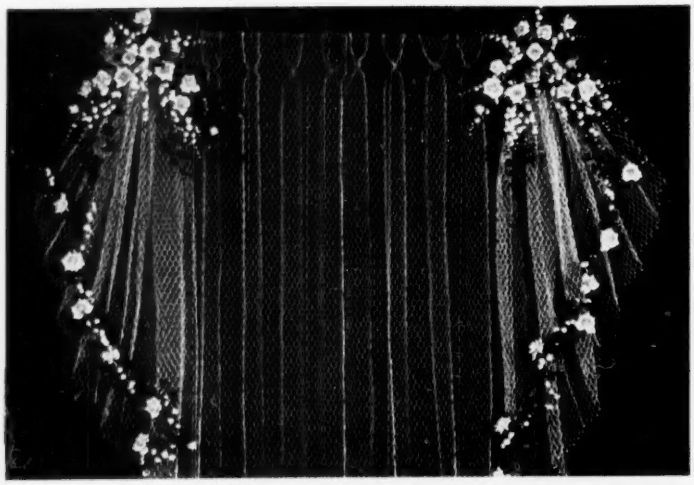
"This is the Candelight of Christmas . . . the light from an act of devotion—a light that flickers with hope in a bright defiance of darkness" read the telling legend on the ivory colored banner.

The page "armored" in ribbons — beige, brown and gold — and in prisms and cellophane bows, held a candelabra to light the way to the shrine which appeared in the lower part of the setting. The use of mirrors gave the effect of three levels. Arches of brown twigs, heavily covered with tiny white lights, seemed to form an entrance way into a cathedral. The doorway was surrounded with snow and little fawns gazed with wonder at the Madonna, thus establishing the outdoor expression. Above this central part of the display, great chandeliers profusely tied with cellophane gave the appearance of enormous snowflakes.

The essence of Christmas giving was evidenced in a series of merchandising displays at Ohrbach's, where Display Director Andy Hvorslev aptly pointed up soft white lingerie as "Under-the-Tree-Treats". The gift tree, composed of tree roots and branches painted white, was gay with electrically lighted white candles, clusters of baby's breath sprayed in white, and Christmas tree balls. A dainty fairy proudly presided over the scene, wearing bouffant skirts of palest pink and white tulle with sprays of tiny pastel flowers. Her headdress was designed of white spun glass

[Continued on page 84]

—Upper left, by Philip Nogga, interior display manager, Bloomingdale's. . . . Upper right, by Louis Villela, B. Altman & Co. . . . Lower left, by Sidney Ring, Saks-Fifth Avenue. . . . Lower right, by Edward von Castelberg, window display manager, Bloomingdale's. . . . Immediate right, by Gene Moore, Bonwit Teller—



# Flowers And Set Pieces

As a quick and never-failing means of establishing a mood, atmosphere in a window or interior display, or denoting a season displaymen for years have turned automatically to flowers and set pieces. And year after year the manufacturers of these important display aids have come up, just as automatically, with new and varied ideas in design and in the materials with which they work in creating these properties.

A typical example of how each new season brings new treatments in the flowers and set piece line is seen in the first illustration, the work of Decorative Plant Corporation, 136 West 24th street, New York City. As described by Sylvan Freund, president of the firm: "This is a drape unit made entirely of hand-fashioned chicken wire finished in pastel colors and ornamented with spring flowers. This item was one of the big sensations of the recent New York Display Market Week. It was designed especially for us by Sue Williams, who is well-known as one of the foremost display designers."

Another item in the spring line of Decorative Plant Corporation is seen in the second photograph; this, also, is of hand-fashioned chicken wire, finished in a beautiful shade of spring yellow.

At the lower left on this page is an item from the line of The L. J. Charrot Company, Inc., 36 West 37th street, New York City, which the company describes as a "plant-filled flower box display unit". Here is an interesting combination of three materials—wood, aluminum, and rattan. The principal construction is of wood, while the curved support for the cage is of aluminum tubing, and the birdcage is made of rattan. Dimensions of the unit are: 6 feet 6 inches in height, by 56 inches wide and 24 inches in depth; the display shelf is 28 by 24 inches.

Gothic type windows will provide a theme for Easter for all time to come, it seems likely, and the Easter window setting pictured next is an excellent example. Created by The L. J. Charrot Company, Inc., it is of wood construction with the window area having a stained glass effect; as will be noted, the window rests on top of a section of column. The sprays of lilies are made of satin, while the ferns which continue the floral treatment are flocked in chartreuse. As a crowning touch the unit has three tall candles, electrically lighted. Dimensions of the set piece: 8 feet high by 36 inches in width by 21 inches in depth.

Home gardeners are quite familiar with the "strawberry barrel" offered in so many seed catalogues . . . a barrel planted with strawberries at various levels and with apertures to permit the fruit to emerge. Here is a display version of the barrel, by Everetts-Soper Company, Inc., 1621 Main street, Kansas City, Mo. The barrel comes in any desired shade, while the fruit and foliage are in natural colors of green and red.

At the upper right on the same page is a "palm plant" which is the work of General Display Corporation, 140 West Fourth street, Cincinnati, and is described by Junius Fisher, president of the firm, as follows: "Palm leaves are entwined by a spray of fan-palm leaves and Buddleia clusters. The

—At the upper left, and directly above, by Decorative Plant Corporation, New York City . . . At the left, by L. J. Charrot Company, Inc., New York City—

—At the immediate right, the barrel unit is by Everett-Soper Company, Inc., Kansas City. . . Extreme right, by General Display Corporation, Cincinnati. . . The two central illustrations are of units by Cook & Meier, Inc., Chicago. . . Immediately below, by Hanasin Products, Inc., Philadelphia. . . The fish, seaweed, and lily plants are by Allied Display Materials, Inc., New York City—

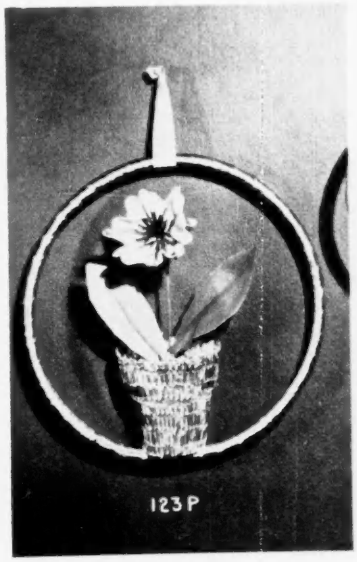
wooden base is coverd with natural raffia matting. The unit comes in leaf green, light green, pink, or light blue "Parchtex" leaves as desired."

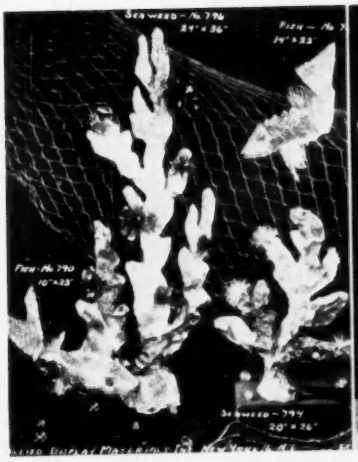
The two central illustrations on this page are of foliage and set pieces by Cook & Meier, Inc., 159 North Michigan avenue, Chicago. In the Easter unit graceful church columns and the Gothic arch convey the theme.

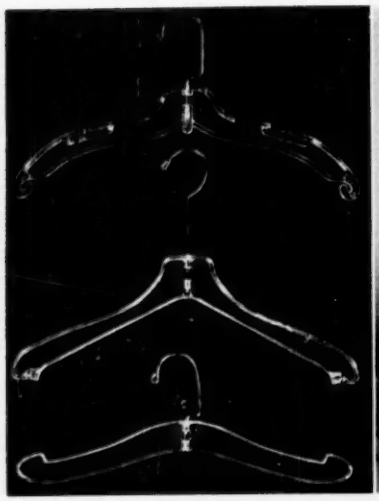
Unusual are the fish and seawood pieces pictured next. These are items by Allied Display Materials, Inc., 65 Madison avenue, New York City, and are made of different types of colorful plastic materials in which the firm has specialized for many years. The netting shown in the picture is metallic, 72 inches in width, and does not tarnish; it is available in either gold or silver.

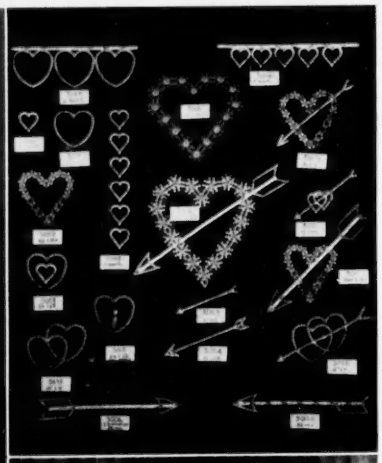
Two flower units for Allied Display Materials' spring line are also pictured. On the left is a giant Regal lily, 39 by 80 inches in size, with the blossoms made of plastic web. A giant calla lily stands at the right; the flower heads are made of elastic fibre material, and the stamens are made of colored glass.

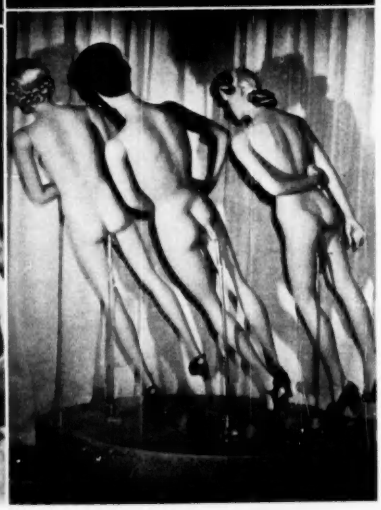
Directly below is a 12-inch base metal taped circle with a 3-inch base metal flower pot attached—made by Hanasin Products, Inc., 1234 Carpenter street, Philadelphia. Decorative foliage or flowers can be inserted in the flower pot, which comes provided with the same color ribbon attached for suspension purposes. Colors available include red, green, silver, gold, aqua, orchid, pink, and blue.









# Display

IN THIS group of three hangers from National Hanger Company, Inc., 253 West 26th street, New York City, the top one is an extra-heavy dress hanger weighing ¼ pound and guaranteed against breakage. Especially heavy is the center one, designed for ladies' coats, while the third is for gowns and bathing suits.

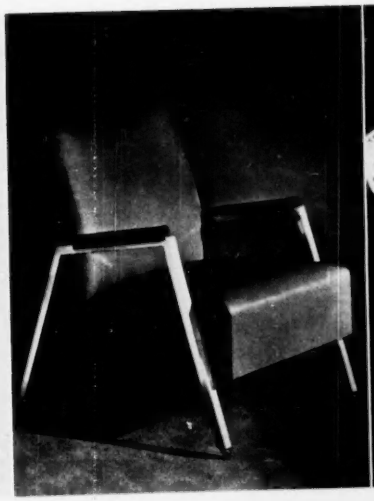
To aid in the display of men's wear, Palazzo Sleeve Form Company, 541 Sixth avenue, New York City, has introduced the special form seen in the second illustration.

A talking rabbit, 50 inches high, which has mouth movements synchronized with the sounds of its two-minute sales message, is the product of Soundisplay Enterprizes, 1997 Jerome avenue, New York City. It is completely automatic, and the sales message is especially designed for individual purposes.

Among the unusual jobs The Tabery Corporation, 3443 South Hill street, Los Angeles, is called on to do are those such as erecting the 105-foot Christmas tree used by that city last season. Ornaments had to be installed by the aid of a crane 120 feet in length. Here the star is seen going into place.

The mannequin refinishing work of Madisonia, Inc., 164 West 25th street, New York City, is well known nationally. Additionally, this year the firm will concentrate on its high style wigs, one of which is pictured next.

—Upper left, by National Hanger Company, Inc., New York City. . . . Upper left center, by Palazzo Sleeve Form Company, New York City. . . . Upper right center, by Soundisplay Enterprizes, New York City. . . . Upper right, The Tabery Corporation, Los Angeles. . . . Center, left, by Madisonia, Inc., New York City. . . . Center, right, by Arthur S. Lichten, Orange, N. J. . . . Lower left, by Arranjay Wig Company, New York City. . . . Lower right, by Fit-All Mannequin Base, Jacksonville, Fla.—



# Specialties

"Jeweled styrene" is the plastic material from which the sparkling hearts and other Valentine units are created by Arthur S. Lichten, 309 Main street, Orange, N. J. The firm's spring line also includes jeweled styrene fish, butterflies, and other appropriate designs.

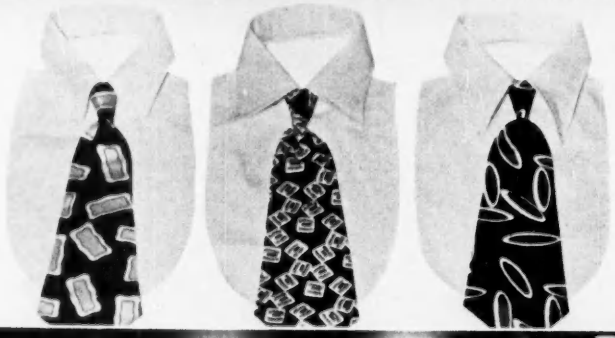
Santa Claus' flowing white beard and hair need no longer be a fire hazard, with the new wigs and beards developed of nylon by Meyer Jacoby (Arranjay Wig Company), 34 West 20th street, New York City. Washable and combable, the new material will not mat or fall out. It is curled in deep, wide waves.

Foot placement to best advantage and easy removal of shoes or hose by simply tilting the figure in any direction are made possible by the device of the Fit-All Mannequin Base, 56 Riverside avenue, Jacksonville, Fla.

Next illustrated is the first combination saw and band filer made with speeds up to 4,100 blade f.p.m. for cutting wood and other industrial materials. Capacity and features of the unit were determined by a thorough survey by the maker, Boice-Crane Company, 896 Central avenue, Toledo.

Visual merchandising includes everything visible to the store customer, and the chairs and related equipment of Royal Metal Mfg. Company, 175 North Michigan avenue, Chicago, are designed to appeal to the eye as well as be comfortable to the shopper. One of the firm's modern chairs is shown here.

—Upper left, by Boice-Crane Company, Toledo. . . . Upper left center, by Royal Metal Mfg. Company, Chicago. . . . Upper right center, by Taffel Brothers, New York City. . . . Upper right, by Dolores, Cincinnati. . . . Left center, by Research Products Corporation, Madison, Wis. . . . Right center, by Tropicraft, San Francisco. . . . Lower left, by Tanzer Display Company, Everett, Mass. . . . Lower right, by Tedel Creations, Baltimore—



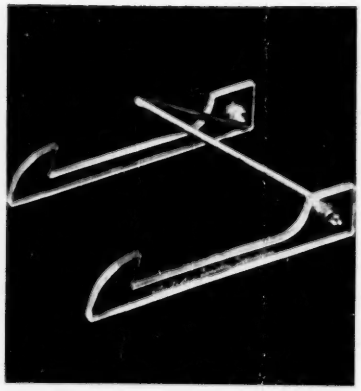
A bright and merry ribbon in keeping with the "Happy Birthday" spirit is the product of Taffel Brothers, Inc., 95 Madison avenue, New York City. It can be had in either royal blue with white notes and yellow wording, or in white with green and pink.

Gay and colorful chintz birds, plump and with a permanent finish, are offered for display by Dolores, Box 145, Cincinnati. They have shining, accordion-pleated flint paper wings and tail, and come in pastels, deep tones and white. Approximately 7 inches long, the birds may be had in special colors to order.

The glove and millinery display uses R-P expanded flameproofed paper, by Research Products Corporation, 1015 East Washington avenue, Madison, Wis. The paper is a three-dimensional display material ideal for lacy effects, bows, puffing, netting, etc. It comes in five rich colors in standard and jumbo size rolls.

"Woven-wood" fabrics and screens are a product of Tropicraft, 535 Sutter street, San Francisco, and may be used for backgrounds or partitions. Some six or eight

—Above, by Herzberg-Robbins, Inc., New York City. . . . Upper left, by Bliss Display Corporation, New York City. . . . Upper left center, by Decorative Displays, Maspeth, N. Y. . . . Lower left center, by S. Bender, New York City. . . . Lower left, by Frederic Shipman, New York City. . . . Below, by L. E. Hier Display Equipment Company, Minneapolis—



different materials are available. Another product of the company is the woven redwood floor screen, furnished in standard size of 6 by 7 feet, in a selection of decorator colors.

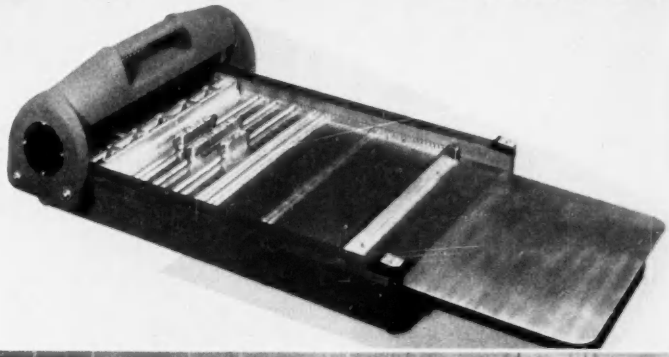
Men's wear takes on added display value with the help of equipment made by Tanzer Display Company, 6 Walnut street, Everett, Mass. Among the items handled are the "Rez-Nat" sleeve form, with cuff springs for drape suits and full springs for conservative suits, and the "Rez-Nat" quilted form pad.

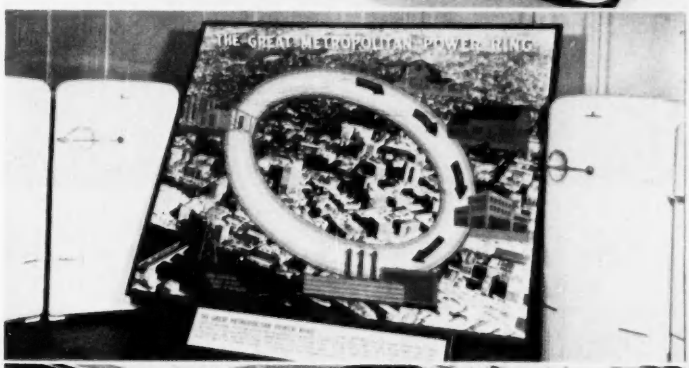
Tedel Creations, 200 North Pearl street, Baltimore, created the panels seen in the next illustration.

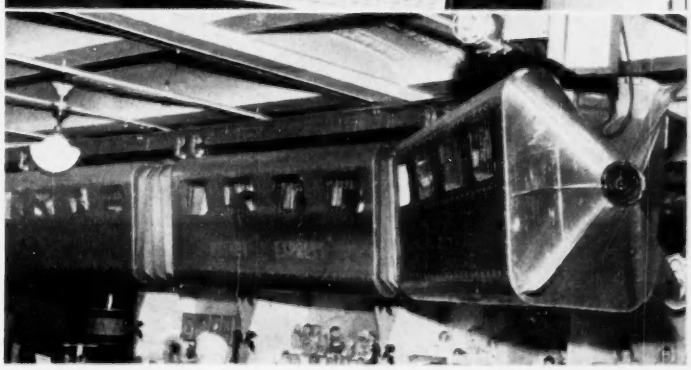
Boy and girl wooden puppets, constructed of clear pine with special flexible joints and movable eyes are being made available by Bliss Display Corporation, 460 West 34th street, New York City. Sizes are 2, 4, 6, 8 and 10 years.

[*Continued on page 86*]

—Above, by Dunbar Glass Corporation, Dunbar, W. Va. . . . Upper right, by Gardner Displays, Pittsburgh. . . . Upper right center, by Showcard Machine Company, Chicago. . . . Lower right center, by West-Dempster Company, Grand Rapids. . . . Lower right, by Rocket Express Systems, Oak Park, Ill. . . . Below, by Display Craft, Grand Rapids—





# First Los Angeles Displays Of

STARTING off 1950 with a bang, Display Director Robert E. Rough at The May Company-Crenshaw did a series entitled "New Year's Eve begins at The May Company-Crenshaw of course". Rough's series featured cutouts of night scenes of famous Los Angeles hotels, one of the displays being shown at the upper right on the opposite page. The cutouts were done in gray tones to give the effect of evening. Building cutouts even had miniature neon signs which flashed on and off in realistic fashion. The overall lighting was done in blue, with pink spots on the mannequin. Incidentally, Rough uses "Yogi Pink" a great deal in spotlighting merchandise because he claims that it brings out the true color of the merchandise better than any other including white—and "softens" the mannequins, making them appear more lifelike.

Chinaware displays, ordinarily, are rather stereotyped, but Louis Craig did a fresh and different treatment of this merchandise in a display at F. C. Nash & Co., in Pasadena. The china was mounted on a group of modern shelves, supported by three turned risers. This particular unit was placed in front of velvet and filled with manzanita branches on which the cups were arranged. The background was light blue, and Craig used wallboard cut into a tree shape on the floor to keep his composition of the various units from becoming scattered.

Small accessories and jewelry are always difficult to display effectively in a full-size window. Display Director Anthony Golff solved that problem in a rather interesting Christmas window, (first photograph) at Milliron's. The entire background was draped in silver flitter cloth. Suspended from the ceiling by wide emerald green satin ribbons were four candelabra, festooned with pearl necklaces which simulated the crystals that usually hang from such light fixtures. Christmas tree ornaments were used in place of light bulbs. In the background, at one side of the single mannequin used, there was a tiered display unit covered with emerald green velvet. Various pearl necklaces were arranged on the unit. In the foreground was a pyramid arrangement of costume jewelry. The floor was covered with what Golff called "diamond dust".

"Vogue Says" was the title of a series of

—Upper left, by Anthony Golff, Milliron's . . . . Upper right, by William Meisner, Ohrbach's, . . . Lower left, by Louis Craig, F. C. Nash & Co. . . . Lower right, by Paul C. Smith, J. W. Robinson Company—

By
JOHN L. COONEY

# 1950 Varied In Treatment

windows, (one of which is seen in the last picture) by M. D. Luick, display director at the Broadway-Hollywood. Each of the windows carried the same title, done in cut-out letters suspended from the oval unit in the background. And each of the windows used a direct quotation from Vogue magazine for the reader. The oval unit in the background was in the form of a hoop with strands of yarn running lengthwise and out to the reader in the foreground. A single mannequin, wearing one of the styles featured in Vogue, was in each display. The background in each window was done in a different pastel.

Out at Ohrbach's on Wilshire boulevard, Display Director Bill Meisner killed two birds with one stone by using a background of silk scarves for a suit display. The scarves were fastened in a criss-cross framework which was set up against the moss green background. Background colors were accentuated by the illumination from the lightwell, which also served to set off the texture, colors and design of the scarves. The dark gray display unit holding the scarves matched the dark gray of the panels at each side of the unit which served as baffles. The four mannequins arranged in front of the scarves were highlighted by overhead spots.

Navy blue is the featured color at the J. W. Robinson Company this season and Display Director Paul C. Smith did a very simple series promoting navy blue that proved very effective from a sales standpoint. One mannequin was used in each window. On the opposite side of the window was a wire tree wrapped in navy blue taffeta. Various accessories were hung from the branches and were arranged on the floor under the tree. The display card reading "We're Singing the Navy Blues" was painted in white on a navy blue background.

The following displays are not pictured:

At Nancy's Display Director Vid Rosner did a suit and coat series of six windows that depended on simplicity for its impact. The theme was "Golden Black"—the title that was carried on the upright pane of glass near the accessory grouping. Two mannequins, one wearing a black suit and the other a black coat, were in each window. And of course each mannequin was wearing golden accessories. The background, walls and floor were done in gray, and gold bricks helped point up the theme of gold with black.

Display Director Louis Craig did an interesting and rather cute toy window for the Christmas season at F. C. Nash & Co. in Pasadena. Since we weren't able to get the photographs in time to tell you about it last month, we'll do it now. The scene showed a large papier mache Santa Claus kissing Mrs. Claus goodbye as he prepared to leave on his rounds. Papier mache brownies were at work loading toys and hitching up the reindeer. A little poem in the corner read:

"It's almost twelve on Christmas Eve
And Santa Claus is just ready to leave.
With a kiss from Mrs. Santa to bid him goodbye
St. Nick and his reindeer are ready to fly.
His gnomes are busy and hurrying around
Packing the toys to bring to your town."

Speaking of Christmas displays, Display Director Anthony Golff did an interesting series for the last-minute shoppers. One of the best was his gift towel window. In the background, towel sets were arranged in a shelf unit that looked like an inverted pyramid. The turned risers that held the shelves were painted red and white to resemble the familiar peppermint sticks. A maple chest of drawers was loaded down with gaily wrapped Christmas presents. Altogether, it was a very interesting presentation of a hard-to-display gift item.

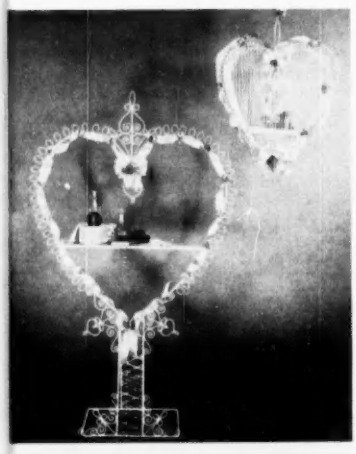
For the men's furnishing windows at Milliron's, Anthony Golff used gigantic "Tinkertoy" arrangements during the Christmas season, with different colors for each window. The background for this series was draped silver flitter cloth.

—At the top, by Robert E. Rough, The May Company-Crenshaw. . . . Below, by M. D. Luick, The Broadway-Hollywood—

WIRE in many forms began taking its place several years ago on the list of display materials and has continued to increase in popularity because of the infinite possibilities it has in the construction of properties. Its versatility permits its use alone, as a complete prop, or in conjunction with almost any other material one would care to name.

At the upper left is an excellent example of what can be done by the skilled display manufacturer. This combination wire and wood displayer is by Doerr & Associates, Portsmouth, Ohio. Designed to show beachwear accessories, the unit has a wire sun in one panel and wire waves below. Either the sun or the displayer is available separately. Large shelf area predominates in this open-type merchandiser, done in light turquoise and with the shelves in white; four of the shelves are 12 by 16 inches and one is 12 by 30 inches. Overall size of the unit, 71½ inches high by 48 inches wide by 15 inches deep.

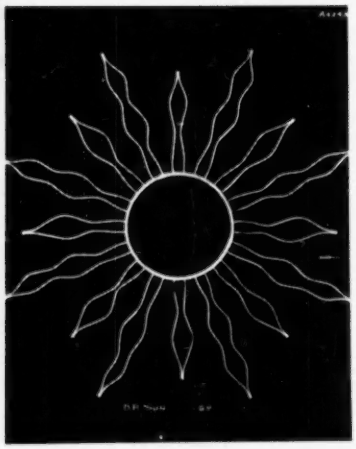
# Mache, Wire And Rattan



The effect of the papier mache Easter rabbit on small fry is seen to good advantage in the photograph at the upper right. The work of Pusecker Artist Studio, Columbus, Ohio, the bunny is full-round, of papier mache, and stands 6 feet high. (This illustration is reproduced by the courtesy of the Columbus Citizen, Columbus.)

For Valentine's Day Silvestri Mfg. Company, 710 West Washington, Chicago, has worked up several heart motifs in wire. Included is the standing displayer as pictured at the center left on the same page, while a heart which can be suspended is also shown.

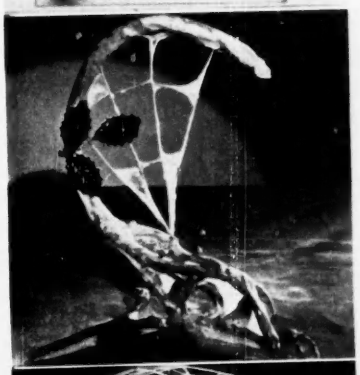
At the central right on the page is a gamboling lamb by Art-Craft Displays, 105 Princess street, Kingston, Ontario. Of papier mache, the lamb is flocked in white and airbrushed in blue, red, brown and black. A satin ribbon is around the throat, and the eye lashes are of curled paper. Done in very deep relief, the lamb is one of a group ranging from 12 by 27 inches to 18 by 33 inches in size.

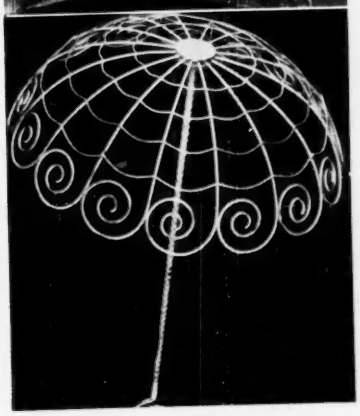


The amazing things that can be done with rattan make it especially versatile for display applications. Although the supply of rattan—which comes from the Far East—was practically cut off by the war, this situation is over now and an unlimited stock is available. A firm that specializes in this work is A. Lutz, 3 West 18th street, New York City, which produced the 68-inch sun seen here.

A colorful nautical compass to add importance to cruise windows is pictured next. By Doerr & Associates, the compass points are finished in bright red, white and blue and centered with a brilliant gold ball. The handformed wire circle and letters are finished in white lacquer. Overall size, 50

—Upper left, by Doerr & Associates, Portsmouth, Ohio. . . . Left center, by Silvestri Art Mfg. Company, Chicago. . . . Left, by A. Lutz, New York City. . . . Upper right, by Pusecker Artist Studio, Columbus, Ohio. . . . Right center, by Art-Craft Displays, Kingston, Ont. . . . Right, by Doerr & Associates—





—Left, by Visual Merchandise Displays, Inc., New York City. . . . Upper left center, by Old King Cole, Inc., Canton, Ohio. . . . Lower left center, by Foremost Display Company, New York City. . . . Lower left, by A. Lutz. . . .

—Right, by Adler-Jones Company, Chicago. . . . Upper right center, by Old King Cole, Inc. . . . Lower right center, by Gordon Keith Originals, Lakeview, Ohio. . . . Lower right, by Vernon T. Carlock, Greenville, Ohio—

inches high by 50 inches wide by 3¼ inches deep.

An unusual papier mache creation is that of the "Exotic Musician on a Griffon", as manufactured by Craftsmasters, Los Angeles, and distributed through Visual Merchandise Displays, Inc., 715 Fifth avenue, New York City. Over-all size, 96 inches high, 58 inches wide, and 55 inches deep. The man is 68 inches in height.

From Old King Cole, Inc., Canton, Ohio, comes the mermaid pedestal done in high relief papier mache. It is 32 inches high by 32 inches wide by 14 inches deep. The display trays are of plywood.

Suitable for the display of small items is the curved branch and spider web done by Foremost Display Company, 4 West 18th street, New York City.

Another good example of the literal flexibility of rattan is the umbrella by A. Lutz. It has a diameter of 42 inches.

The church setting at the top of the page is by Adler-Jones Company, 521 South Wabash avenue, Chicago. Made up of five panels, it is constructed of heavy metal finished in gold and highlighted in red and green. The side panels have wire mesh insets. Over-all size, 6 feet 3 inches wide by 7½ feet high; center panel, 10½ inches deep. Lily plants stand in moss-filled papier mache tubs.

Another Old King Cole, Inc., product is the heart, done in deep relief with an open back and hanger. Of papier mache, the unit is 38 inches high, 32 inches wide and 10 inches deep.

For Valentine's Day a heart tree has been produced in papier mache by Gordon Keith Originals, Lakeview, Ohio. It may be had in either half-round or full-round and comes in white with green leaves and red hearts sprinkled with diamond dust. Size, 60 inches high, 41 inches wide, 14 inches deep.

The large rabbit head is by Vernon T. Carlock, Greenville, Ohio, and is designed to be slipped over the head of a mannequin. Flock finished, in pastel tints.

## Philip Scheier Purchases J. Hartwig Company

Philip Scheier, head of the display materials firm under that name at 5608 Church avenue, Brooklyn, has purchased J. Hartwig Company, established for the past 35 years as an artificial flower manufacturer. The new company will be known as Philip Scheier, successor to J. Hartwig Company. Hartwig will continue with the firm as supervisor and designer.

Scheier has engaged the premises at 5604 Church avenue for manufacturing space, and during the week of January 15th will hold open house for his many friends and clients.

# Promotions . . .

## by Louis Gehring

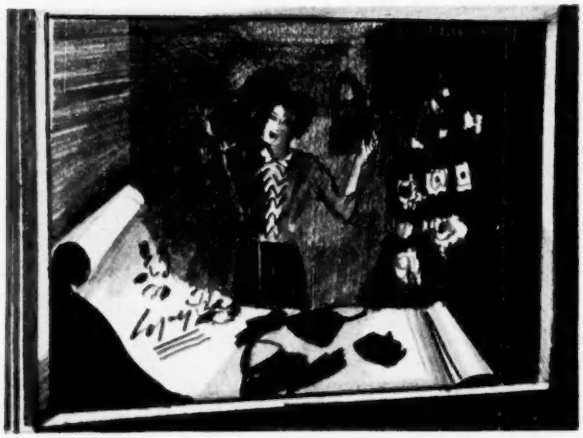
**Display Designer and Consultant**
**New York**

**Arrangement:** In this spring millinery display there are several elements combined to form a single unit. The hats are artistically arranged in this setting.

**Properties:** Here is featured a large white frame decorated with early spring blossoms. Around it are displayed flowerd hats. Mannequin and hat box are placed in front of frame opening. "Flower Picture Hats" is the caption suggested for copy card at lower left.

**Arrangement:** Two definite units make up this early spring display. Merchandise is limited.

**Properties:** The first sign of spring, the robin, is seen through the window sitting on a branch of a tree. Mannequin within watches the robin bursting forth in song. She is attired in a two-piece street costume. Related accessories are shown on floor in front of window. Copy card at lower left might read "March bursts forth into Spring."



**Arrangement:** Three units are noted in this spring accessory display. Arrangement of merchandise is neat and uncluttered.

**Properties:** A large scroll type card in a pastel color is used to display handbags and other accessories, and copy is also written on it. Mannequin is shown standing in front of scroll holding up two of the bags. At her left is a display of spring flowers.

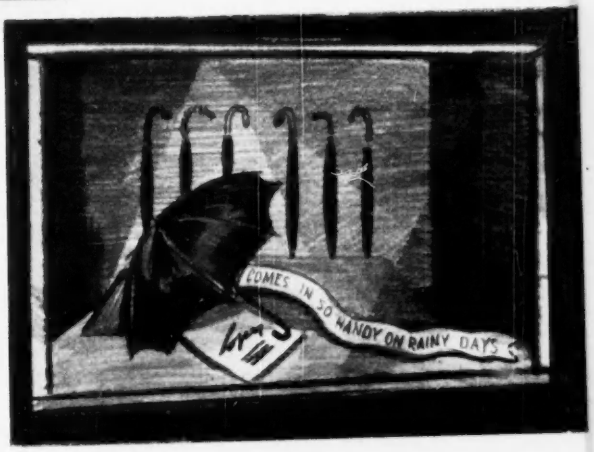
# COMING UP

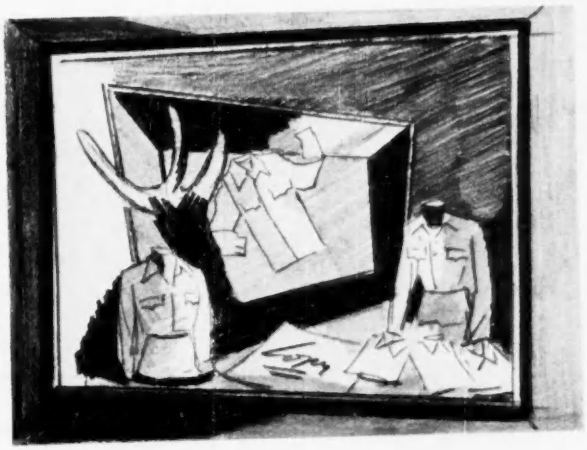
**Arrangement:** This men's spring hat display is made up of several elements forming a single unit.

**Properties:** The sketch shows a blossoming tree branch through which gloved hands grasp hats in a "Salute to Spring" gesture. The entire unit is enclosed within a white frame. Copy card is flanked against lower right of frame.

**Arrangement:** Two units are noted in this men's umbrella promotion. The units are divided by a streamer.

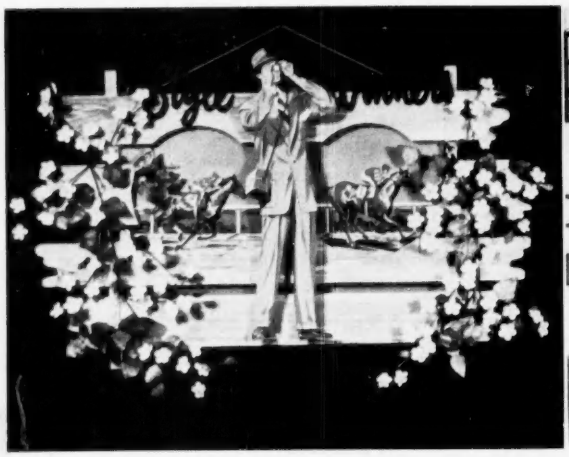
**Properties:** A group of closed umbrellas stands in a straight row atop a sloping platform. At the lower slope of the platform is shown an open umbrella. Ribbon streamer carries caption "Comes in so handy on rainy days." Copy card is flanked against platform.

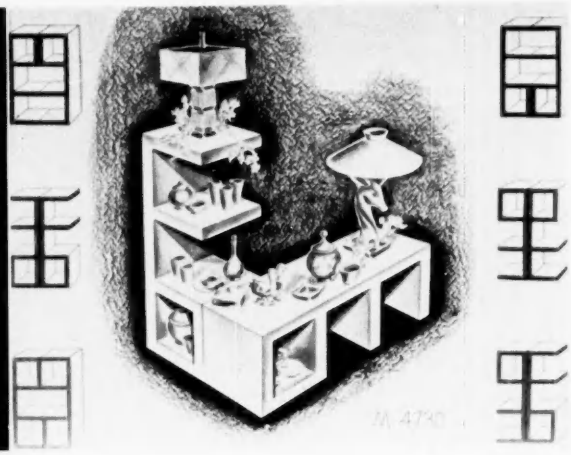


**Arrangement:** This men's sport shirt display consists of three units, well balanced. Neatness in arrangement is noted.

**Properties:** A large shadow-box dramatizing an unusual cactus specimen and a casual shirt gives a masculine setting for the display of sport shirts. To the left and right of the frame are shown shirts on forms. A limited number of shirts and copy card are displayed on floor of window.





# "Received Too Late

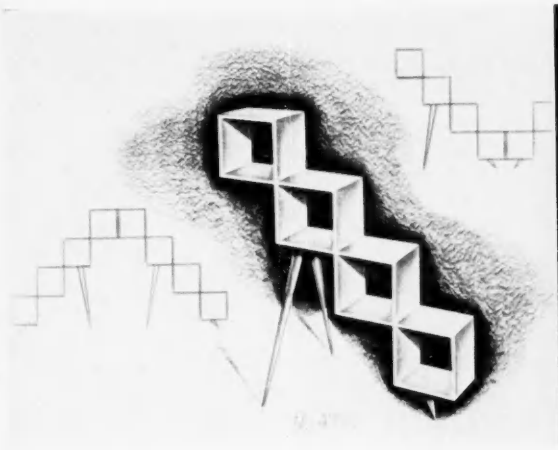
THE illustrations shown in the next four pages were received too late for this special issue to be assigned their proper classifications elsewhere in the magazine.

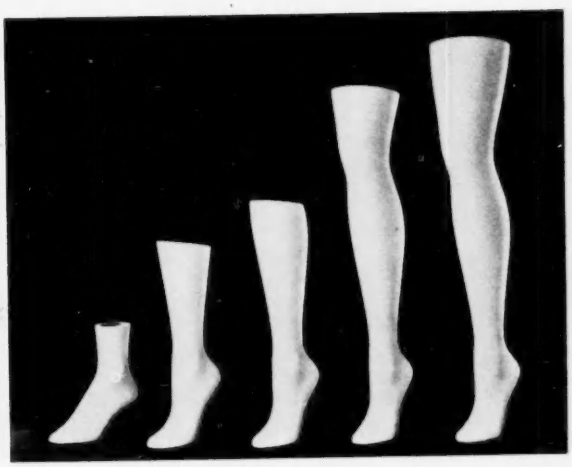
Leading off is a display unit by Arrow Decorating & Fixture Company, 325 West Glenwood avenue, Philadelphia. The beauty of natural pecky cypress combined with the smartly executed figures makes this truly a "Style Winner" as its banner indicates. A die-cut man's figure is mounted on the cypress frame. The background is blue, with multi-colored screen figures, while the die-cut lettering is finished in blue. The unit is trimmed with white flowers and green leaves. Size, 32 inches high by 50 inches wide.

Mutual Display & Mfg. Company, 1101 Power avenue, Cleveland, makes available the utilitarian merchandiser pictured in the second illustration. It stands 55 inches high, is 20 inches wide and 20 inches deep, with each section being 15 inches high. Of all wood construction, the unit is lacquer finished in pastel colors; special colors can be specified if desired. Construction thickness throughout is 2 inches. Some of the many different combinations possible are also shown.

At the central left on the same page is a new type "Dramalite" for wall or ceiling use. Made by Century Lighting, Inc., 419 West 55th street, New York City, the

—Upper left, by Arrow Decorating & Fixture Company, Philadelphia. . . . Upper right, by Mutual Display & Mfg. Company, Cleveland. . . . Center, by Century Lighting, Inc., New York City. . . . Lower left, by Walters Display, Inc., New York City. . . . Immediately below, by Coast Industries, Los Angeles—





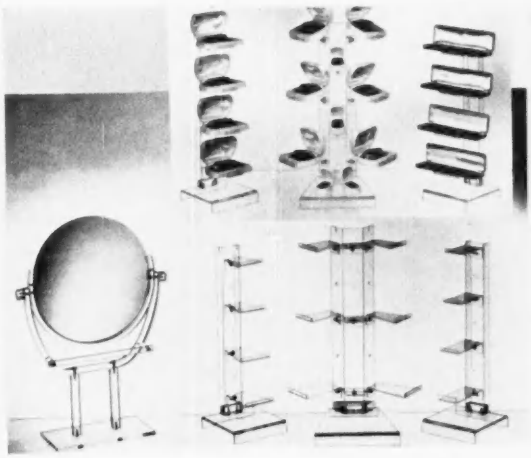
# To Classify . . . ."

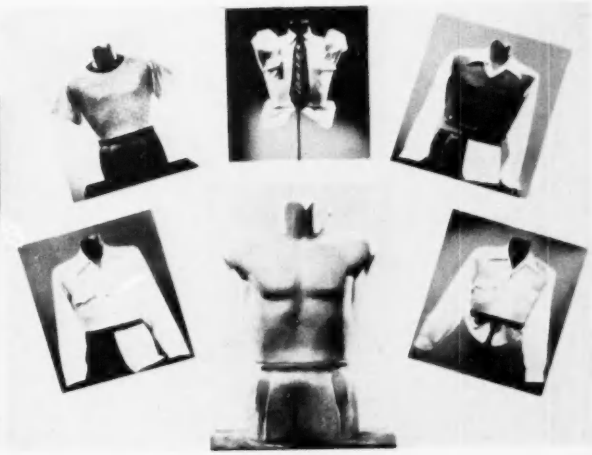
functional-form housing is designed to accomodate the PAR-38 or R-40 lamps. It is finished in highly polished aluminum. A simple concealed swivel joint permits turning the light 115 degrees from the vertical and 360 degrees horizontally. The new egg-crate louvre is available as an accessory.

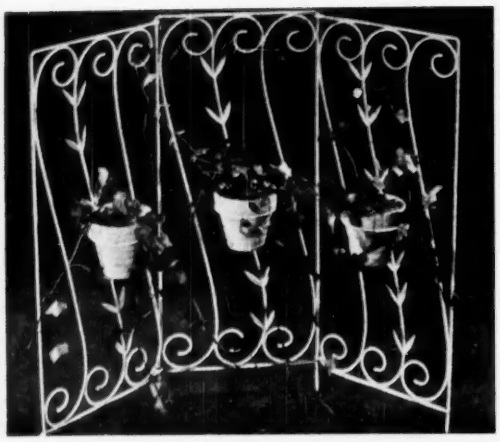
Products made of "Celastic" made their entry into the display field a few short weeks ago under the aegis of Walters Display, Inc., 1649 Third avenue, New York City. Ben Walters, president, describes the new material thus: "It is a miracle medium because now we can make things that either could not be made before or could only be constructed at prohibitive cost. 'Celastic' takes the place of papier mache, wood, metal, plaster, glue, and it is more flexible than any one of these materials. It is a tough cotton fabric, impregnated with a colloidal plastic. When dipped into 'Celastic' softener it can be worked, draped, molded, or shaped by hand. It dries as hard as stone and can be drilled, cut, sanded, or painted. It dries in 20 minutes and is weatherproof and unbreakable. It opens new horizons in the field of display, in the manufacture of artificial flowers, in stage set construction, and so on."

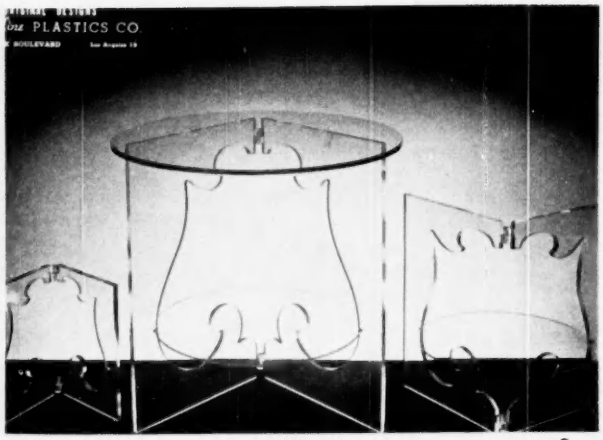
The photograph of Walter's exhibit room at the recent Display Market Week shows a number of products made from the new material.

—Immediately above, by Mutual Display & Mfg. Company. . . . Upper right, by Shoe Form Company, Auburn, N. Y. . . . Center, by North Side Statuary Company, Chicago. . . . Lower left, by Lustra-Cite Industries, New York City. . . . Lower right, by Decter Mannikin Company, Los Angeles—









Suede art velour paper is offered the field by Coast Industries, of Los Angeles; the photograph shows a string of pearls with this paper as a background. New colors have been introduced recently, including spring green and a brilliant orange, to supplement the already large selection of shades ranging from dramatic vivids to soft pastels. Increased facilities for manufacture of the paper have been announced by the firm, in order to handle the orders for this versatile display material.

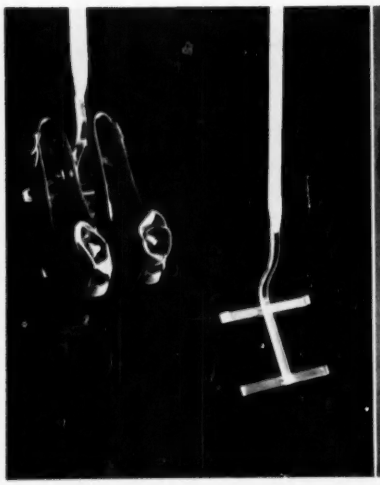
A functional merchandiser that can be used singly or as a pair is seen next. Made by Mutual Display & Mfg. Company, it stands 56 inches high and is 52 inches wide, while the depth is 10 inches. Each opening is 12 inches square. All-wood construction, lacquer finished in pastel colors. Special colors can be specified.

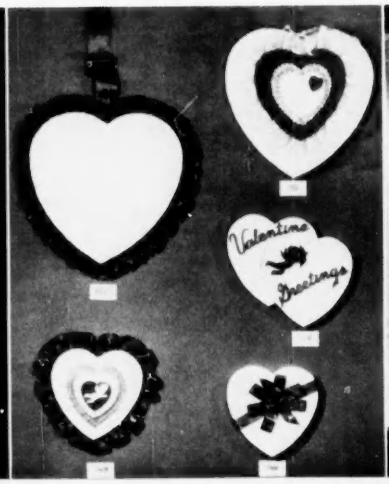
Shoe Form Company, Inc., Auburn, N. Y., is offering a new line of weighted-toe hosiery forms which require no bases or other support. A full line of these high-heel forms, as illustrated here, is available, as well as low-heel forms for displaying women's anklets. Each form is made up of the outside halves of the right and left leg, so that it presents the most attractive view from any direction. Available in popular "Neutra-Tone" and other attractive colors.

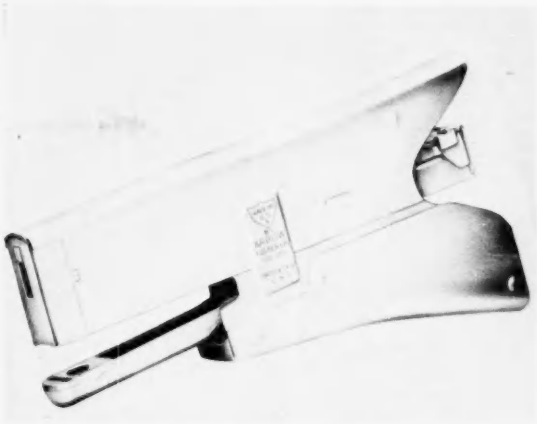
The perky little lamb next illustrated is by North Side Statuary Company, 1316 Clybourn avenue, Chicago. It is 9 inches in height by 10 inches deep and comes in satin-white finish or shaded glossy dark gray.

A number of the display fixtures of Lustra-Cite Industries, Inc., West 28th street, New York City, are pictured next. At the left of the photograph is a combination plate glass swivel mirror, with a jewelry display bar. Next is an adjustable jewelry displayer, with angle removable shelves, 18 inches high. A three-way displayer with removable

—Upper left, by Harry Cohen Display Equipment, Pittsburgh. . . . Upper right, by Crystalline Plastics Company, Los Angeles. . . . Center, by Century Lighting, Inc. . . . Lower left, by Plastic Fabricators, New York City. . . . Below, center, by Nesbit Industries, Chicago. . . . Immediately below, by Decorative Displays, Maspeth, L. I.—







shelves is next, 18 inches high. At the extreme right of the illustration is a utility and jewelry displayer, 18 inches high, with four removable shelves. On these units the shelves are easily removed by use of wing nuts. They can be used for many types of small merchandise.

How the torso form of Decter Mannikin Company, 1000 South Los Angeles street, Los Angeles, wears apparel is clearly shown in the next picture. The modeling is along sturdy lines which set off masculine apparel to excellent advantage.

Next pictured is an Easter screen by Harry C. Cohen Display Equipment, 5219 Centre street, Pittsburgh. On graceful wrought iron design, the unit holds three flower pots and foliage.

Three folding tables of plastic are the creation of Crystalline Plastics Company, 1026 Venice boulevard, Los Angeles. The one at the left has a height of 12 inches, with the bottom shelf height being 4 inches. At the center of the photograph is a table whose height is 24 inches, and whose bottom shelf has a height of 8 inches. The table at the left is 18 inches tall and the bottom shelf height is 6 inches. All the tables are suitable for either round or square glasses. According to the manufacturer, there are some ten different ways in which these tables can be set up, thus accomodating a large variety of merchandise.

The spotlight next pictured is by Century Lighting, Inc., New York City, and is a 3-inch, 75/150-watt streamline "Fresnelite, Jr". This unit can be used for contemporary display, exhibit, and show window illumination. It is equipped with aspherical "Alzak" reflector and heat resisting "Fresnelens", flange, base, and 6-foot cord and plug.

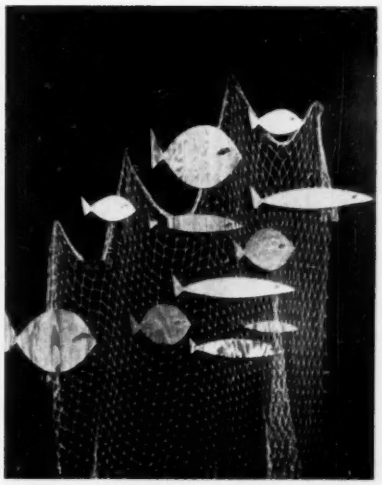
An unusual type of footwear displayer is seen at the lower left on the same page. Illustrated are hanging shoe units for casual and dress footwear, which the manufacturer —Plastic Fabricators, 44 Murray street, New York City—reports as having been extremely well accepted by the field of display. One factor in this acceptance, reports Oscar F. Igersheim of the company, is its relatively low cost.

Among the products of Nesbit Industries, Inc., 1823 Milwaukee avenue, Chicago, is the group of Valentine's Day hearts pictured next. They can be furnished in a wide range of sizes and styles.

A new product which has been well received by displaymen is the "Photo-Mural" fabric background put out by Decorative Displays, 57-57 63d street, Maspeth, Long Island, N. Y. At the lower right on the same page is a display at Lane Bryant's, New York City, in which one of the "Photo-Mural" backgrounds was used. These take the form of beautiful scenes, approximately 100 inches high by 210 inches in length, and are actual photographs reproduced on fine, soft rayon crepe of close weave. Subjects available include a tropical beach scene, the Arc de Triomphe, cherry blossoms in Washington, the stairway in the Grand Opera House of Paris, the New York City skyline, the Acropolis, a rustic woodland, and a

[*Continued on page 71*]

**—Upper left, by Arrow Fastener, Brooklyn. . . . Upper right, by Display Equipment Company, Adrian, Mich. . . . Lower left, by Shoe Form Company. . . . Below, center, by Red Wing Products, Bellerose, N. Y. . . . Lower right, by Doerr & Associates, Portsmouth, Ohio—**



of papier mache, gray walls and carpeting were used by Sam Kaye to set the color scheme at B. Nathan's, a ladies' ready-to-wear shop. These two colors were repeated by the dresses of bronze and gray.

Two displays by G. C. Bowen at Henry C. Lytton & Co. were noteworthy because of simplicity and the implication of great warmth which he desired to give the featured merchandise.

In the second photograph is shown one display from a series of five. A single mannequin was spotlighted by a triangular opening in a pale orchid proscenium, set at an incline to focus attention on the winter black and gardenia white theme. The form of the opening was repeated as a floor decoration where the black Spencerian motif that outlined the upright structure was continued. The backwall of deep orchid was sprayed with corresponding lighting to increase depth and to silhouette the black and white objects.

# Chicago's Christmas Displays Give

NOW that Santa's whiskers and all his trappings are safely stored in mothballs, displays in Chicago have been directed to specialized promotions, sales according to the merchandising philosophy of the individual merchant. At Goldblatt Brothers, New Year's eve festivities received only a token display and the winter vacationist was by-passed. Instead the chain concentrated on better dresses and a January sale of white goods. At Henry C. Lytton & Co., a men and women's specialty store, a major display was devoted to formal attire. At The Fair, which makes a big play to career girls who plan winter vacations immediately after family reunions, a promotion of resort wear was in progress before the final rush of Christmas shopping had ceased. At Marshall Field & Co., Uncle Mistletoe and his family lingered until the new year as an entertaining gesture for that vast army that returns to the city after the holidays.

An antiqued vert lamp, with a shelf unit

Under the self-explanatory title of "Let Blizzards go to Blazes," a second series was constructed inside a fireplace, as seen here. Walls were covered with red brick paper and the floor with matching linoleum. A fusion of amber and red light concealed by the real birch logs was streaked on the backwall to simulate glowing fire. In this realistic setting of warmth and hospitality Bowen placed a mannequin in a hazardous pose on the burning logs. It served, however, to instill the thought that the coats were designed for severe winter, a fact stressed by the copy.

A major promotion of "Sun Separates cued to a winter vacation by Junior Miss of America" was in progress at The Fair while

—Upper left, by Sam Kaye, B. Nathan's. . . . Upper right, by G. C. Bowen, Henry C. Lytton & Co. . . . Immediately above, by Reed Schlademan, The Fair Store. . . . Left, by G. C. Bowen—

—Upper right, by Reed Schlademan. . . . Center, by Richard Landolf, Saks-Fifth Avenue. . . . Below, by Clement Bradley, Carson Pirie Scott & Co.—

Santa was still directing his air circus in the corner window. That fresh green look was achieved by containers of tropical foliage mounted on green wrought iron plant stands (third photograph). A plant stand was reproduced on the background to which containers were attached to spread out the design of greenery. Luggage grouped on the green wood chip floor covering picked up the accent color of the resort wear. Reed Schlademan is display manager.

A familiar snow scene was the means chosen by Schlademan for a solo promotion of snow togs at The Fair. An old bobsled was glamorized by upholstering it with red corduroy and painting it black. The decorative merchandiser glided over a snow-capped hill through flocked white manzanita

# Way To Special Promotions

By SHIRLEY WARE

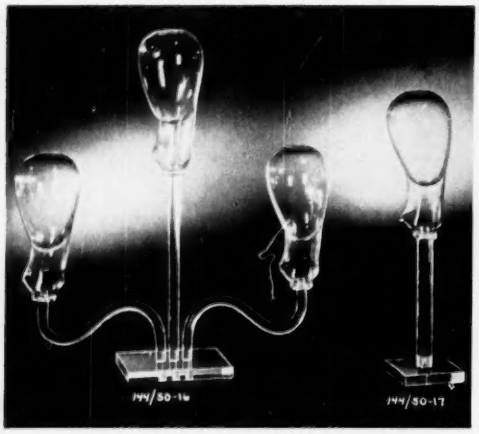
trees. The sky-blue background seen through the trees contributed to the feeling of height and space.

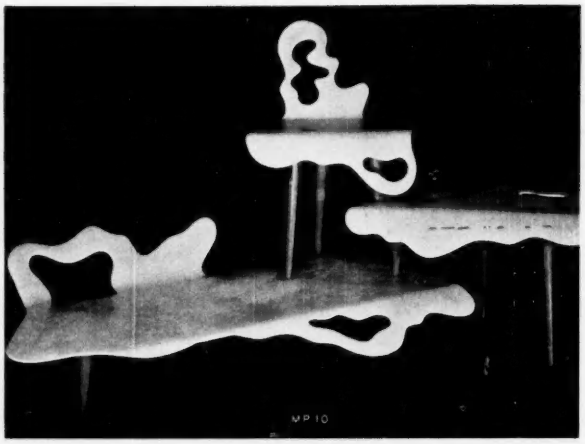
The background in a series of four windows installed a week before Christmas at Saks-Fifth Avenue was of special interest. The 12 by 11-foot panel that silhouetted pink handknits was painted in yellows, violets, and pinks and then lighted with yellow and pink to reflect the beauty of a tropical setting sun. The impressive scenes were designed by Richard Landolt, display manager, as if they were laid in a sun-drenched setting, looking out to the sea with a Haitian sky in the background that met the natural sand floor to form a horizon. While the real voodoo drums that were employed as merchandisers and the tropical green trees were Haitian in feeling they implied winter comfort arresting enough to capture the fancy of any Southward bound shopper.

Christmas in Carson Pirie Scott & Co. homefurnishings display was "A Family Affair" that extended from the kitchen to the living room in eight scenes. Related mannequins conveyed the feeling of a family's activities during that period. In promoting greeting cards from the series the scene was laid inside a small stationer's shop where a mother accompanied by her daughter was selecting her family's supply of cards and wrapping paper. The walls were painted watermelon pink and decorated with a provincial design in harmony with the shopkeeper's black sateen apron and sleeve guards. The housewife in a realistic pose leisurely discussed her needs with the shopkeeper while her small daughter investigated the gay gift wrappings that were shown in a niche. The old shop was illuminated with mellow lighting and a Victorian lamp hung from the ceiling. Clement Bradley, director of display, created the series.

The following displays are not pictured. With a flair for the unusual Reed Schlade-

[Continued on page 97]




# Fixtures And Displayers

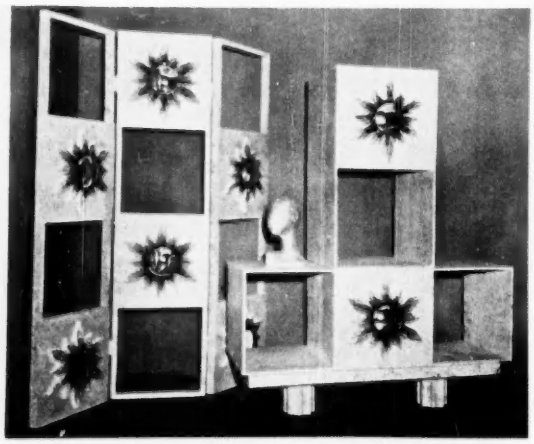
IT has not been so many years ago when the term display fixtures meant relatively simple devices of wood or metal, or a combination of the two materials, designed to support merchandise on display. The familiar T-stand is a typical example. But those days are gone forever, and the display fixture of today takes many varied forms and involves many materials—wood, glass, plastic, wire, metal, papier mache. From the straight lines of earlier days have come the eye-pleasing fixtures and functional displayers of the present, designed to attract the shopper without overshadowing the merchandise shown and to serve in other ways as well.

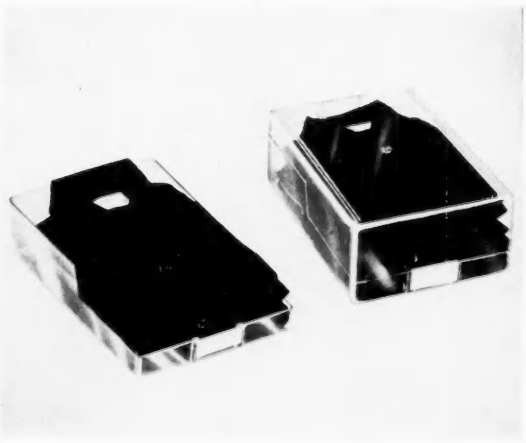
Speaking of the millinery heads seen in the first illustration, made by Scheuer Creations, Inc., 307 West 38th street, New York City, Clemens Scheuer says: "Wanting to improve upon the kind of millinery heads used for so many years—made from wax, plaster of Paris, compositions, and more recently seen as converted glass tubes from the chemist's laboratory, the idea came to us to create a millinery head form which would be chip-proof, washable, light in weight, and usable for multiple display effects such as using them with colored liquids or spun glass to contrast with seasonal merchandise, or filling them with water for fish, plant life, or cut flowers.

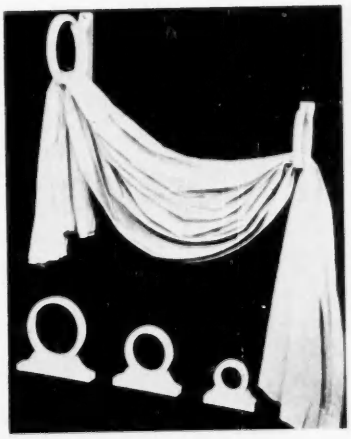
"After many years of experimentation in expanding heated plastic in a form, we were successful in obtaining a one-piece plastic millinery head, in a perfect millinery head size, with and without facial features. Our success was due to our many years of experience in working with 'Lucite' and 'Plexiglas' where we produced one-piece plastic model forms. These one-piece plastic millinery heads were among our featured items on display during the annual convention of the National Retail Dry Goods Association in New York City during January 9-13. All heads come clear transparent, with a 2-inch hole on top for filling the head with any desired material. If the bottom is sealed, the heads can be used to hold liquid. The heads can be supplied with or without the bases and can also be furnished with a plug with a 1-inch hole for mounting on head bases."

As an especially fine example of how far fixtures and displayers have come from those of a few years ago, consider the units shown in the second illustration—by Arrow Decorating & Fixture Company, 325 West Glenwood, Philadelphia. Striking in appearance, they provide room for merchandise to be placed on them, against them, or to be draped gracefully from the various

—Upper left, by Scheuer Creations, Inc., New York City. . . . Upper right, by Arrow Decorating & Fixture Company, Philadelphia. . . . Lower left, by Silvestri Art Mfg. Company, Chicago. . . . Lower right, by Result Displays, Inc., New York City—







—Upper left, by L. A. Darling Company, Bronson, Mich. . . . Left center, by Adler-Jones Company, Chicago. . . . Lower left, by Quensell Displays, Inc., Forest Hills, N. Y. . . . Upper right, by Samuel C. Dutch & Son of Florida, Miami. . . . Right center, by Minic Display, New York City. . . . Lower right, by L. A. Darling Company—

openings. These units are available in numerous sets.

Screens have taken their place among displayers, and the third photograph shows one of an unusual type by Silvestri Art Mfg. Company, 710 West Washington street, Chicago, used in combination with a display unit made up of squares whose decorative motif carries out the sunburst treatment used on the solid portions of the screen. Both are made of wood and may be had in a number of different colors and finishes, as desired. A millinery head form of abstract design is seen on one section of the unit at the right.

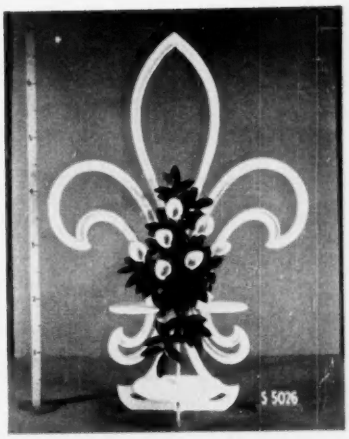
From Result Displays, Inc., 503 West 33d street, New York City, comes the "double-action" transparent plastic merchandise display tray seen next. Made of "Styron", this consists of two identical trays which can be used singly or locked one above the other to make a completely dust-proof display box for shirts, blouses, pajamas, gloves, handkerchiefs, and similar items. Only one half of the complete unit is needed if replacement is ever required. The merchandise shown in these trays is easily accessible and readily removed. The exclusive locking device assures tight closure and easy, fool-proof opening and closing.

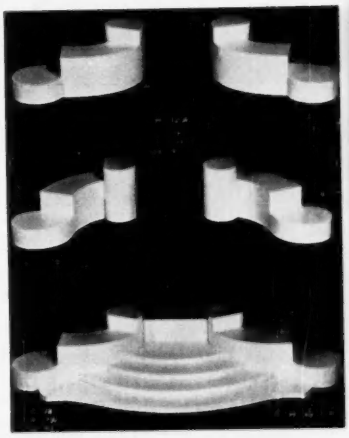
"Trafik-Flow" curved garment racks aid sales by improved correlation of merchandise within departments, according to the L. A. Darling Company, Bronson, Mich. The company's "Hercules" curved rack is pictured in the fifth illustration with this article. "Complete store-testing by leading merchants over a period of 18 months proved that flowing lines relieve stilted layouts and increase traffic by guiding its flow," states the company, "while curves and sweeps allow easy departmental changes to conform to layouts. Versatility and flexibility are provided with easily adjustable heights: 48, 54, 60, 65 and 72 inches."

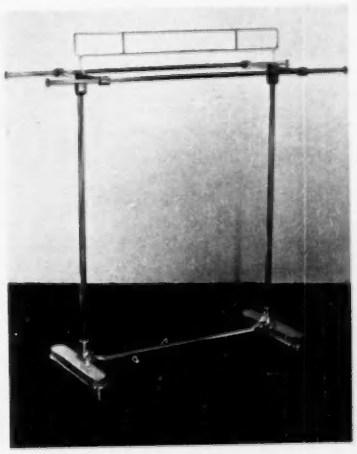
A cube displayer set by Adler-Jones Company, 521 South Wabash avenue, Chicago, is seen next; the mannequin at its side suggests the use of the flat portion as a mannequin bench or the display of accessories. The cubes are constructed of wood, with the inside of the cubes and the grille work finished in coral and the outside done in beige. The overall dimensions are: 20 inches deep by 5 feet wide, by 6 feet ½-inch in height. The cubes are 20 by 20 by 23-½ inches overall, while the table top is 5 feet long and is 20 inches in width. Cubes may be had separately, with or without the grille work.

Of plywood construction and guaranteed not to break are the fabric displayers pictured next. They are by Quensell Displays, Inc., 7123 Austin street, Forest Hills, N. Y., and come in a soft white lacquer finish. The dimensions of the rings are: Large, 8 inches in diameter, with a 6-inch hole; medium, 6 inches in diameter, with a 4-inch hole;

[Continued on page 94]





—At the left, by W. S. Grover, H. & S. Pogue Company, Cincinnati. . . . Below, by Henry Callahan, Lord & Taylor, New York City. . . . Lower left, by J. C. Hunter, Jr., Maison Annette, Baltimore—

# Three Prize-Winning Displays

IDEA, plus careful execution, plus minute attention to details might be accepted as the basic formula for prize-winning displays in national contests. Here are three windows which exemplify the rules. Each of the displays won for its creator an all-expense-paid vacation in Bermuda in a contest sponsored by the Bermuda Trade Development Board.

Directly above is a display by W. S. Grover, The H. & S. Pogue Company, Cincinnati, and an indication of the thought which went into the window is given in Grover's own description of the setting:

"A water-blue panel, flooded from above with blue light, is set back from the glass and incorporates all the essentials of a map, including the Islands, which are cut out and suspended in the irregular opening. In front of this panel are the famous Bermuda lilies and rhododendron foliage.

"The panel on the left depicts the routes of the three carriers—BOAC, Colonial Airlines, and the 'Queen of Bermuda' — from New York City to the Islands. Each line is identified by folders and luggage stickers and the sign at the bottom talks about 'Holiday in Bermuda' and ties in our store travel bureau. The panel on the right incorporates matte scenes of Bermuda, and sea fans.

"This interior portion of the display has strong amber lighting and gives one the impression of going from the cool blue of the ocean to the warm sunshine of Bermuda."

The small photograph shows a display by Henry Callahan, window display manager for Lord & Taylor, New York City. Fresh, airy ferns, combined with Easter lilies, were used ingeniously against the background—this being a large blow-up showing a Bermuda lily field and the familiar pink and white houses. The mannequins were made of ferns and wore crisp white organdy frocks, repeating the suggestion of the acres of green and white lily fields.

J. C. Hunter, Jr., Maison Annette, Baltimore, did the window at the left. The sports activities of Bermuda provided the theme and the focal point was a mannequin in golf-togs, standing in a cutout of the Islands. On either side were white baskets filled with lilies. Colorful posters and large matte photographs showing sports and life in Bermuda provided added highlights. The vivid white of the lilies and the decor were strikingly brought out against the dark background.

**You cannot find more appropriate visual symbols of EASTER than these authentic scale reproductions of Gothic details, in full relief, from the Cathedral of Notre Dame.**

# EASTER

ROSE WINDOW — S.50.16

18" square x 1½" relief, cast with bolts for attaching; natural composition finish.

| | |
|---|---|
| One only | $9.50 each |
| Per 6 | 8.50 each |
| Over 12 | 8.00 each |

● IMMEDIATE DELIVERY

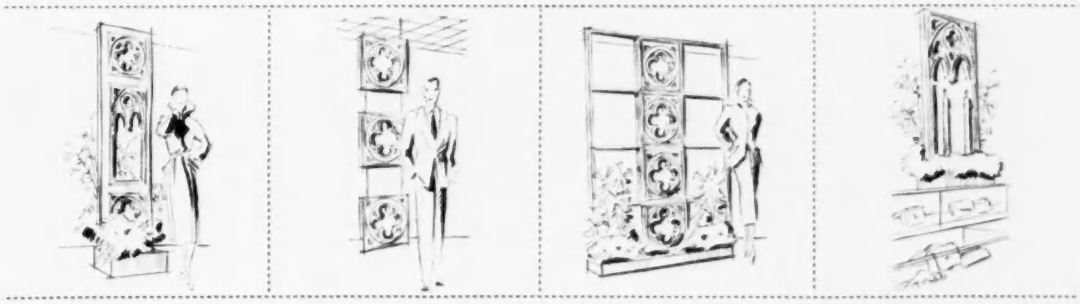
LANCET WINDOW — S.50.17

36" high x 18" wide x 1½" relief, cast with bolts for attaching, natural composition finish.

| | |
|---|---|
| One only | $13.50 each |
| Per 6 | 12.50 each |
| Over 12 | 12.00 each |

● IMMEDIATE DELIVERY

**Here are a few Easter display suggestions that you can build yourself for little money, by using these Gothic details. And you can use them over and over again for Brides, Back-to-College, and even Christmas settings.**



**BLISS DISPLAY CORPORATION** DIVISION OF VISUAL MERCHANDISING

**460 WEST 34TH STREET, NEW YORK 1, N. Y. BRYANT 9-5750**

—Left, L. J. Charrot, L. J. Charrot Company, Inc., New York City, and president, National Association of Display Industries. . . . Right, Trowbridge H. Stanley, president, L. A. Darling Company, Bronson, Mich.—

# Six Leading Factors Forecast 1950

L. J. Charrot, The L. J. Charrot Company, Inc., New York City, and president, National Association of Display Industries:

Having experienced a very late buying season for Christmas displays, it was most gratifying to see the "hold back" trend displayed six months ago at the June Market Week eliminated to a great extent during the recent Spring Market Week in New York.

This undoubtedly can be attributed in no small way to the judicious shopping and buying on the part of the display directors. Evidently they felt that the previous sudden curtailments in their purchasing were being relaxed, and that they were justified in selecting and buying what they knew to be of essential use for future store-wide promotions during the spring and Easter seasons.

It is my opinion that the sudden pessimism prevailing six months ago has been dispelled and has been replaced by an air of optimism. This portends a brighter outlook for early 1950 purchasing, and representatives of display manufacturers can look forward to their road trips with much brighter prospects.

At the time of this writing, early reports point to a Christmas volume of sales approaching last year's. With display getting its proper evaluation for the selling of more goods, the picture certainly looks brighter for the entire display industry in all its diversified presentations for visual merchandise selling.

During Market Week it was interesting to note that the attending buyers knew exactly what they were interested in, and were more conscious of the requirements, operations, and individuality of their respective stores.

Yes, let us say that the aims and purposes of the National Association of Display Industries, in bringing display evaluation to management through its research findings, are bearing fruit.

Visual merchandising management is going along hand in hand with advertising and sales promotion in the selling of more goods, and more goods sold means more display.

———o———

Albert Bliss, Bliss Display Corporation, New York City, and chairman of the research committee, National Association of Display Industries:

The year 1949 was a year of adjustment for most display firms. During the war years a considerable amount of overhead in the nature of additional supervisory personnel was necessary to meet the increased volume of war years. In most cases this personnel has been screened out and while production costs for 1950 will be as much as those for 1949, overhead has been reduced in most cases. This reduced overhead will be reflected in lower selling prices.

The year 1950 should be a better year for display houses. In 1949, stores had a considerable back-log of display equipment and promotional display devices. This equipment and these devices have now served their purpose and must be replaced. Stores have

—Upper center, Dot Williams, president, D. G. Williams, Inc., New York City. . . . Directly above, Sylvan Freund, president, Decorative Plant Corporation, New York City, and chairman of the board, National Association of Display Industries. . . . Left, W. L. Stensgaard, president, W. L. Stensgaard & Associates, Inc., Chicago. . . . Right, Albert Bliss, president, Bliss Display Corporation, New York City, and chairman of the research committee, National Association of Display Industries—

as many dollars as they ever had, so that reduced purchases of display equipment do not indicate a dollar shortage.

I believe that during 1949 we experienced what could be called a "buyers strike." We are now able to correct our careless designing and careless pricing so evident during the boom war years. We are now designing displays that sell merchandise. We have discovered that displays of this type are not considered by the store to be an item of expense that should be eliminated, but rather a most efficient and productive sales promotion investment.

The quality of displays for 1950 will be much higher, and the price considerably lower.

In 1950 there will be a much more concentrated effort to develop displays to increase sales at the point-of-sale.

Any display which can claim and prove to increase sales at the point-of-sale will prove to be the display manufacturer's "best seller" in 1950.

———O———

Dot Williams, president, D. G. Williams, Inc., New York City:

Everything considered, I would say that 1949 was a satisfactory year for visual merchandising and, judging from the experience of the most recent Market Week, several interesting trends are becoming apparent.

Perhaps most striking is the increasing care with which display directors are planning their promotions. Great attention is being given to buying mannequins, displayers, and other point-of-sale accessories flexible enough to be used effectively in several promotions. The principle of "related buying" is here—wasteful, one-time purchases are definitely out.

Tied up with the stores' greater selectivity in buying is the growing tendency to eliminate props. This, in turn, throws greater emphasis on the basic display equipment which now must carry the windows and do an even better selling job than ever before.

It all boils down to getting the most fashionable, skillfully sculptured mannequins while keeping budgets at an absolute minimum. This is not a new story to display people, but the last several years of wartime selling eased this pressure.

It is good to report that purchases of mannequins and merchandise displayers are now on the increase.

Another bright spot on the display horizon is the return of Big Industry to full production. Steady pay-checks once again are helping department store sales, and when the stores are busy, display receives its adequate appropriation.

———O———

Sylvan Freund, president, Decorative Plant Corporation, New York City, and chairman of the board, National Association of Display Industries:

Whether we consider 1950 or 1951 as the midway point of our eventful twentieth century, we in display should take the opportunity to pause and reflect on the past, and—at the same time—look ahead to what the future holds in store for us.

The beginning of display as we have come

[*Continued on page 92*]


# SPRING 1950
## LINE of DISPLAY MATERIALS
## NOW READY!

▲

## 18 SALESMEN
## Now On The Road

From Pennsylvania to California . . . from North Dakota to Florida, Garrison-Wagner salesmen are now on the road with our complete Spring line of decorative display materials . . . the largest, most complete, most outstanding line we have ever offered. Watch for the salesman who serves your area—he'll be calling on you soon.

▼

FREE! Write today for your copy of our two color broadside showing our exclusive line of Spring flowers, sprays, post trims and set pieces and featuring

**"VALENTINE DISPLAYS"**

*Ask for Folder No. D-1. Ready for mailing now.*

# GARRISON-WAGNER CO.

**2018 Washington Avenue** **St. Louis 3, Missouri**

**AMERICA'S MOST COMPLETE LINE OF DISPLAY MATERIALS**

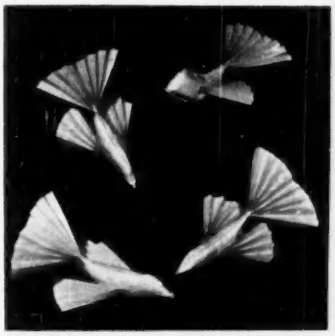


# BIRDS

Colorful and gay. Adaptable to every Spring and Summer display. Use singly or in clusters; very animated when suspended by thread or invisible wire.
Plump, glazed chintz birds, with shining, accordian-pleated flint wings and tails. (Approximately 6½" long.) Pastels, deeptones and white; nine stock colors. Special shades to order.

**$3.00 . . . . per dozen**

Send for sample assortment; nine birds in our nine stock colors . . . . . $2.50 postpaid. (Enclose remittance with sample orders)



# DOLORES

Box 145 . . . Station D . . . Cincinnati 6, Ohio

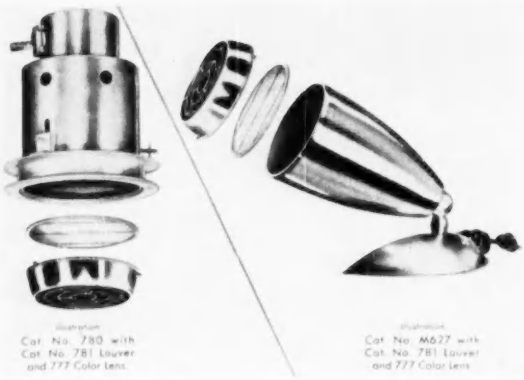
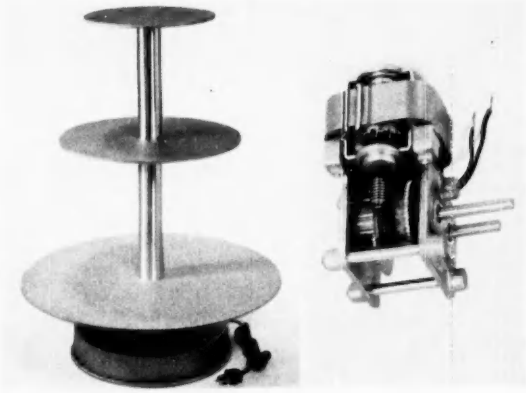


Illustration
Cat. No. 780 with
Cat. No. 781 Louver
and 777 Color Lens.

Illustration
Cat. No. M627 with
Cat. No. 781 Louver
and 777 Color Lens



# Electrical Equipment

ELECTRICAL equipment has always been an important part of the mechanics of display, but during the past year there have been many new developments of much significance among the devices making up this section of the field.

The "Midget-Lite" line designed for use with the new 75-watt R30 lamps has just been introduced by the Swivelier Company, Inc., 30 Irving Place, New York City, and two units of the line are shown in the first illustration. At the left is the recessed "Midget-Tophite" fixture, shown with louver and color lens, while at the right is the portable unit, also shown with louver and color lens. Finish is brushed satin, and the units are ventilated by special baffled air vents which prevent light spill. The "Midget-Lite" series can also be used with the 100-watt standard lamp.

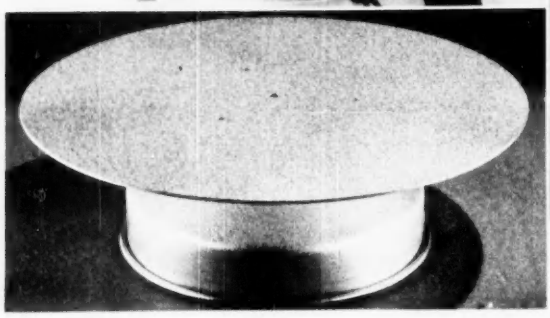
At the upper right on this page is a silent, powerful and reliable worm gear drive for display animations, developed by Brevel Products Corporation, 74 Lafayette street, New York City. Each unit has two output shafts, rotating at different speeds. Various combinations are available. These drives are being incorporated into Brevel's improved line of "Vue-More" turntables, which feature twice the capacity of the firm's previous models, as well as disc sizes up to 24 inches and various combinations of vertical structures. A three-tier turntable is pictured.

—Upper left, by Swivelier Company, Inc., New York City. . . . Upper right, by Brevel Products Corporation, New York City. . . . Below, upper left, by MorganLapham, Inc., New York City. . . . Below, upper right, by National Electric Products Corporation, Pittsburgh. . . . Lower left, by Palazzo Sleeve Form Company, New York City. . . . Lower right, by Flash-O-Graph Sales Company, New York City—

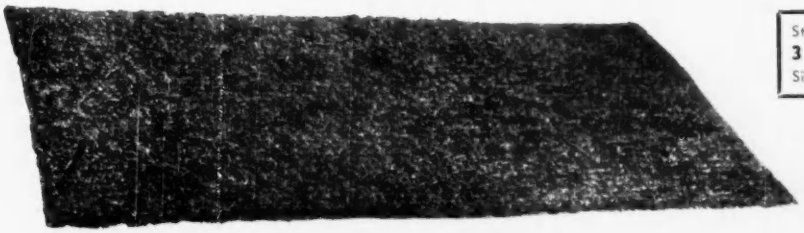
"Salesmaker" is the name of the turntable pictured next, a product of Morgan-Lapham, Inc., 1775 Broadway, New York City. This stands 3-¾ inches high and the standard table top is 18 inches in diameter, revolving three times per minute. Center load capacity is 150 pounds, and the "Salesmaker" requires no oiling or maintainance. Operation is on AC current only, 115-volts, 60-cycle.

To support the increasing trend for grounded electrical systems, National Electrical Products Corporation, Chamber of Commerce building, Pittsburgh, is introducing a new "Plug-In" strip with gorunded receptacles. In addition to providing a spread of outlets at either 6- or 18-inch intervals, the new multi-outlet assembly offers displaymen the opportunity of plugging-in grounded or ungrounded portable electrical equipment in every receptacle. In addition to the con-

[Continued on page 90].



# Our Famous NATURE-LIKE Grass Mats



Standard 3 ft. x 6 ft. Size Mats $3.75

**SPRINKLINGS**
Covers approx. 40 sq. ft., 1" thick. 4 lb. carton $3.50

We promise these fresh, Nature-Like Grass Mats will enhance the attractiveness of your display creations. These mats have the "new look" that lasts longer — because they are made of highest quality material and workmanship. The turf is heavy and extra-thick. Perfectly uniform and even — no bare spots show through on these Nature-Like Grass Mats. Turf is securely stitched to a durable burlap base.

## NEW LOW PRICES

| | |
|---|---|
| 12 in. width x 15 ft. length | $ 4.50 |
| 17 in. width x 15 ft. length | 6.00 |
| 5 ft. width x 6 ft. length | 7.75 |
| 3 ft. width x 15 ft. length | 10.75 |
| 5 ft. width x 10 ft. length | 13.50 |
| 5 ft. width x 15 ft. length | 19.75 |
| 3 ft. width x 30 ft. length | 21.75 |

Available in Natural Raffia Grass at same prices

***Special Sizes to Order — Any Length or Width***

MAIL ORDERS FILLED

## ART R. COHEN CO.

**810 Penn Ave., Pittsburgh 22, Pa.**

IMMEDIATE DELIVERY

---

Be Sure to Include Versatile FROSTEE BLOCKS in your Spring and Summer Budget

Sold by
LEADING DISPLAY JOBBERS THROUGHOUT NORTH AMERICA

Manufactured by
**FROSTEE SNO CO.**
ANTIOCH, ILLINOIS

# Help From Magazines

## No. 6: MADEMOISELLE

MADEMOISELLE'S display services for retailers fall into three categories:

1. Two giant annual promotions, sparkplugging Mademoiselle's August College and April Brides issues. These are confined; ideas and merchandise go to only one store in a city.

2. Special supplementary promotions based on specific editorial features and kinds of merchandise. These may include fabrics, cosmetics, career clothes, a travel theme, a Christmas theme.

3. Every month, extensive help on interior and window displays for store promotions based on the fashion themes of each issue of Mademoiselle.

In each of these categories Mademoiselle assumes that display is promotion and promotion can not exist without display. According to Wilma L. Bell, promotion director, the magazine has a professional staff to create display ideas that will stop the eye and move young fashions, display ideas that are simple, inexpensive and adaptable to every part of the country.

The August College and April Brides promotions are geared to the two biggest selling season of the year for young women in the 18-to-30 age bracket. Mademoiselle offers specific department and speciality stores in key cities a fully packaged fashion show based on these two promotions and staged by Special Projects Director Hugh Horner, nationally known as a former display director, and designer of mannequins. Several months in advance of each issue the shows are presented in New York City. All participating stores are invited to send display heads, merchandisers, buyers and promotion directors to attend so that they can see exactly how the show is put across and how they can adapt it for their own stores.

Follow-through by Mademoiselle is complete. Stores receive a detailed promotion packet supplying the script for the fashion show, photographs and working drawings for the stage set, suggested newspaper ads (with not only copy and layout, but also glossy photographs of Mademoiselle's cover). In addition there are suggested interior and window displays (with sketches and/or photographs), all stemming from the basic show stage-set, plus supplementary material for a completely integrated, store-wide promotion.

The actual stage set used at Mademoiselle's own showing is available for sale. Mademoiselle editors travel throughout the

[Continued on page 112]

—The photographs illustrate Mademoiselle promotion tie-ins as used by three different stores. Top, an effective interior display at Bullock's, Los Angeles, based on a Mademoiselle display sketch. . . . Above, Younker's, Des Moines, adopted the Mademoiselle theme for the back-to-college promotion last fall. . . . Left, another Mademoiselle display suggestion as used by Stern & Mann, Canton, Ohio—

*Introducing Nature's Newest Rival...*

# NATURALIKE Grass Mats!

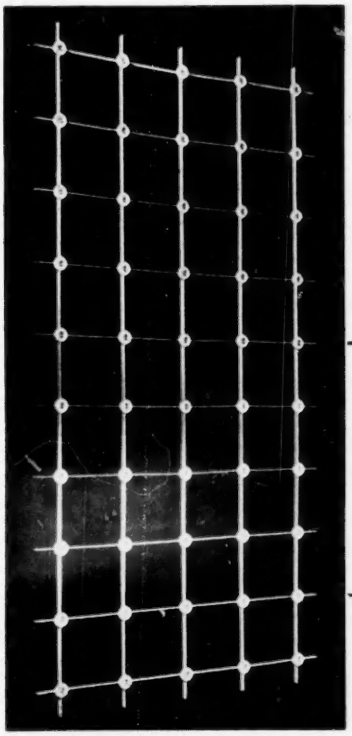
***The Answer to the Displaymen's Prayer for a Rich, Life-like grass that will Stand Up Under Repeated Use and Cost No More Than Ordinary Grass!***

YEARS of experimental research have gone into the development of "NATURALIKE" Grass Mats to assure a higher standard of fidelity, endurance and uniformity than ever before achieved.

Now, today, ready for immediate shipment we proudly offer the end result: a mat, beautiful beyond comparison, yet competitively priced — a mat that assures long life and complete coverage with the finest Madagascar raffia automatically anchor-stitched to the burlap backing in rows just one inch apart — a mat that is always the same in verdant, true-to-nature color and texture because the materials are automatically fabricated, thus eliminating the variences that used to occur in "hand" assembled mat.

Survey your Grass Mat needs today and make sure to ask your jobber for "NATURALIKE" available in all standard sizes — 3' x 6' — 3' x 15' — 3' x 30' — 18" x 15' — 18" x 30' — 5' x 6' — 5' x 10' and 5' x 15'.

**MEMORIAL GRASS CO.**
URICHSVILLE, OHIO



Actual size NORSFLEX No. W901 3 ft. x 6 ft.-6 inches with 8 inch squares—$72.00 per dozen.

# The NORSFLEX Line

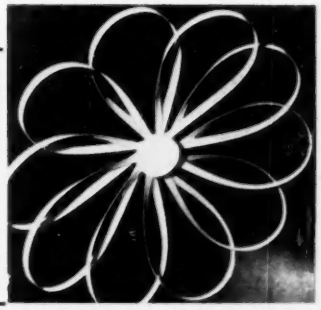
**A New Decorative and Functional Display Unit**

NORSFLEX SCREENS a versatile display of flexible assemblets of woodslats and connecting woodballs. Excellent for window and interior displays. Easily assembled, inexpensive, can be used for backgrounds, frames, fences and trellises. Ideal for accessories. There is no limit to the sizes and shapes that can be created. Shipped knocked down.

NORSFLEX No. W903 3 ft. x 3 ft. with 6 inch squares $42.00 per dozen
NORSFLEX No. W905 2 ft. x 2 ft. with 6 inch squares $27.00 per dozen

NORSFLEX SUNBURST is a beautiful design of solid wood center curved wood slats forming flower patterns. Can be used for window or interior displays. Shipped assembled.

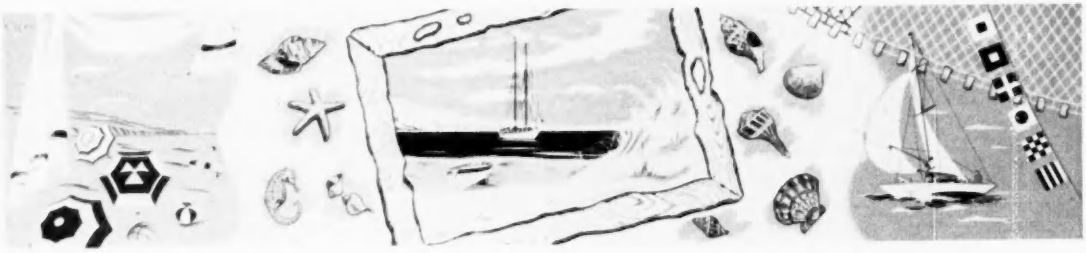
NORSFLEX SUNBURST No. W501 30 inches in diameter $18.00 per dozen
NORSFLEX SUNBURST No. W502 40 inches in diameter $30.00 per dozen



Jobbers inquiries invited.

house of display

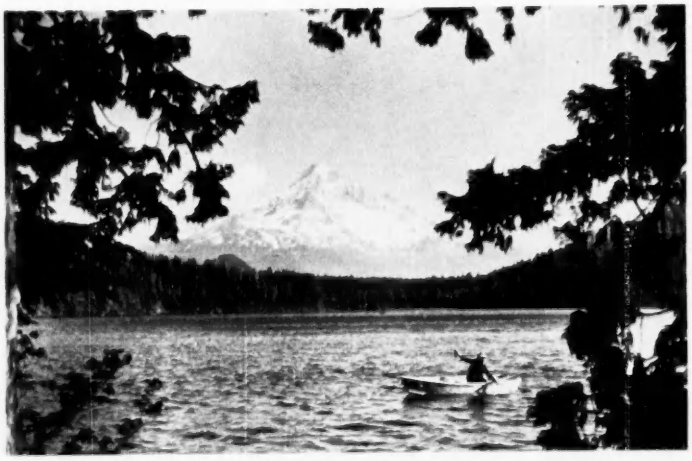
**ALBETA Manufacturing Inc.**
48 East 29th Street, New York 16, N. Y.



# Paper Products For The New Year

FROM The Reyburn Mfg. Company, Inc., 16th street and Indiana avenue, Philadelphia, comes the mural seen at the top of this page. Presenting a complete, eye-appealing scene without repeat design, it is especially designed for decorating those extra long wall spaces. The mural is 15 feet in length, by 40 inches in width and according to R. C. Schmutzler, advertising manager of Reyburn, "We believe we are the first to offer silk screened murals in one design without repeats in this large size." Processed on white "Reyboard", the colors are those traditionally connected with nautical scenes. The mural can also be cut into attractive individual panels. A similar piece has the Gay Nineties for its theme.

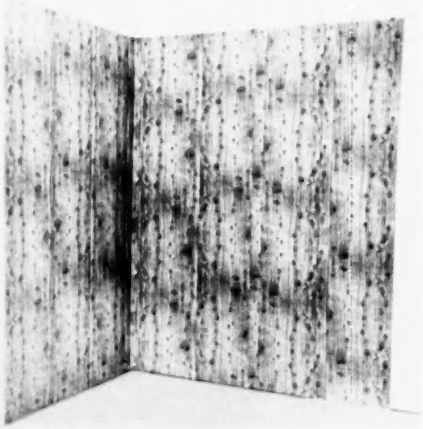
The beautiful lake scene is one of a pair of full-color reproductions of vacation photographs by Sherman Paper Products Corporation, Newton Upper Falls, Mass. One has the quiet appeal of a country lane, while the one pictured portrays the joys of trout fishing at the foot of a majestic snow-capped mountain. Each mural is 40 inches by 30 inches in size, on heavy stock.



White sweet peas on green leaves are the design for a new display paper introduced by Bulkley, Dunton & Co., 295 Madison avenue, New York City. Roll sizes range from 26 inches wide by 25 yards long to 26 inches wide by 275 yards long. The design is on coated paper.

Craft Studios, 258 Irving street, Framingham, Mass., has interchangeable wood-grain panels and mouldings as part of its line. Pictured at the lower right, each panel is 18 inches wide by 8 feet tall, composed of sturdy corrugated board and covered with heavy cypress wood-grain paper. The mouldings are made of the same materials; panels slip easily into the mouldings and are firmly held in place.

—Top, by Reyburn Mfg. Company, Philadelphia. . . . Right, by Sherman Paper Products Corporation, Newton Upper Falls, Mass. . . . Directly below, by Bulkley, Dunton & Co., New York City. . . . Lower right, by Craft Studios, Framingham, Mass.—



## "TOO LATE TO CLASSIFY"

[Continued from page 57]

number of other outstanding scenes. The one pictured here is the stairway of the Grand Opera House.

At the upper left on that page is a photograph of a new hand stapler made available by the Arrow Fastener Company, 30 Manjer street, Brooklyn. It is called the P-22 Hand Stapler (industrial plier type). This machine is designed to reach into "hard-to-get-at" stapling areas inaccessible to ordinary stapling machines and pliers. It loads 150 staples, using two sizes—¼- and 5/16-inch. The device is built all of steel with an all-chrome finish and operates at trigger rate speed.

The showcard writing machine illustrated is the Model-H22 of Display Equipment Company, Adrian, Mich., sold under the name "Signpress". While the "Signpress" is designed to produce single signs, it is possible to run off as many duplicates as needed while the type is set up. The type is inked in two or more colors, using a separate hand roller for each color. After the form is inked and the card is placed in the clamp, one pull of the pressure roller prints the complete card.

From Shoe Form Company, Inc., Auburn, N. Y., come the three porportioned forms designed for showing the three lengths of proportioned hosiery. Short, 33 inches high for size 9 hose; medium, 34-½ inches high for 9-½ hose; tall, 37 inches high for size 10 hose. These leg forms are furnished in "Neutra-Tone" finish, with weighted black bases.

The self-draping, crystal clear plastic form pictured next is by Red Wing Products, Bellerose, N. Y., and is called the "Beauty-Form". It swivels to any position and displays at floor level or any height, or it can be suspended. The manufacturer reports that it will not chip, peel, crack, or discolor.

Concluding this article is the photograph of a group of "Plytex" fish—an unusual group of colorful fish for use throughout the store as a cruise or summer theme. They are cut out of sand-blasted redwood and are finished in a variety of bright tropical color combinations. Two each of six different shapes are available, with glass ball eyes. General size, 30 inches in length by 5 inches wide.

### Motion Unit Operates On No. 6 Dry Cell

A motion unit which operates on a No. 6 dry cell battery has been announced by Earl Pelletier, 150 Nassau street, New York City 7, who is sole distributor. It animates signs, cards, and cutouts and is low in cost. Patents are pending.

Pelletier also has brought out a new 110-volt AC turntable which gives slow speed without gears, has speed adjustment, and carries a 3-pound centered load. It has no open contacts, and can be made waterproof on special request.

### Hrusovsky Is Promoted At Youngstown Store

Emil Hrusovsky has been made assistant display manager at McKelvey's, Youngstown, Ohio. He joined the store eight years ago. John Seifert is in charge of the department.

for SPRING and SUMMER displays

Bulkton

issues a NEW 24 page (illustrated) Display and Gift Wrap Paper Catalog

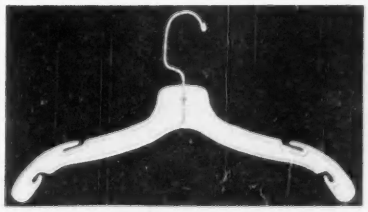
WRITE TODAY (on your letterhead) for your free copy

Jobber Inquiries Invited

BULKLEY DUNTON CO., INC.
295 MADISON AVENUE, NEW YORK 17, N. Y. 2635 SO. WABASH AVENUE, CHICAGO 16, ILL.

Best HANGER VALUE In America!

STURDY, ALL PLASTIC, MODERN



Clear DRESS HANGERS

$10 Per Hundred

IMMEDIATE DELIVERY
Colors on Special Order

Now you can afford to modernize and streamline your store with these fine, durable, clear, all-plastic dress hangers with chrome swivel hook. They will improve the appearance of your apparel stocks and help sell more garments faster. They pay for themselves. Order yours NOW.

SKIRT HANGERS — Also strong wire skirt hangers, per hundred, $12.50

OHIO HANGER COMPANY
214-218 West Fourth Street Cincinnati 2, Ohio

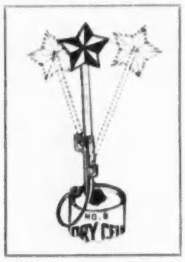
# ANIMATED POINT-OF-SALE A-C-T-I-O-N

***For 1950 at Sensationally Low Prices***

The most remarkable low-cost turntable ever designed! (U. S. Pat. 2419014)

- No gears! No sparks! No oiling!
- Variable speed adjustment (2 to 30 RPM)
- Carries 3 lbs. easily! Size 4" x 3½" x 2¼"
- All-steel base — Complete with cord & carton — Shipping weight 3 lbs. — AC only—Price **$4.95** ea.

"Model 500"



**No. 6 Dry Cell Motion Display Unit**

(Patents Pending in U.S.A. and Foreign Countries)

- Wide-arc side to side motion!
- Moving arm holds up to ½ lb!
- Varying length of motion arc creates "shimmy" and special vibrating effects!
- Size: 6" long — 1" wide — weight 8 oz.

Price **$1.20** ea. less battery

**Also available for quick delivery**
P201 TURNTABLE—Work Tested—Rugged—Dependable—$11.95 ea. P201E Same as above with 110-Volt outlet on moving plate for superstructure lighting—carbon contact brushes—handsome—$15.50 ea. All operate on AC only.

**Perfect pendulum type animation with Ruckelshaus patented motor, AC & DC — $1.95 ea.**

**Attractive quantity discounts on any of the items in this ad. Free consultation on all display problems. Send for literature.**

**EARL PELLETIER**

**150 NASSAU STREET**
**NEW YORK CITY 7**
**Tel. COrtlandt 7-0142**



# CUSTOM DISPLAYS
by
*Krown Kraft*

*Creates . . .*

CUSTOM display pieces in the latest, most beautiful and durable plastics.

STANDARD plastic display units masterfully conceived for effective seasonal promotions.

Krown Kraft works from your specifications . . . creates 3 dimensional or bas-relief displays in economical plastics . . . sizes and colors as you wish.

★ **STORE WINDOWS**
★ **STORE INTERIORS**
★ **SHOW DECORATIONS**
★ **STORE-WIDE PROMOTIONS**

***Write for free bid on your display promotion***

*Krown Kraft*
DISPLAY MANUFACTURES
634 N. ERIE, TOLEDO, O.


## New Yorkers Stand In Line For Lord & Taylor Windows

Henry Callahan, window display director for Lord & Taylor, New York City, can be credited with another outstanding performance for his "Lights of Christmas" displays which virtually halted pedestrian traffic at Fifth avenue and 38th street until the store assigned a number of guards to keep spectators moving past the windows. Hundreds stood in line to await their turn before the displays.

Renaissance-inspired, each of the store's Fifth avenue windows was a fantasy symbolizing a different kind of light associated with Christmas over the centuries.

In the window entitled "The Firelight of Christmas", a curtain of 15,000 tongues of flame was held back by an 8-foot Renaissance figure costumed in flames and glowing coals who represented the spirit of firelight. Actually the curtain was made of strips of flame-colored china silk kept in constant motion by concealed fans and specially lighted to create the effect of dancing flames. The scene revealed by the parted curtains was of a Renaissance family grouped around the hearth. They seemed to be off in the distance, an effect achieved because the grouping was actually located far below the street but reflected to spectators through a mirror at street level.

In the "Christmas Candlelight" window a huge curtain painted to symbolize the flickering of thousands of candles was parted by the spirit of candlelight. Four chandeliers made from 300 pounds of rock candy were lighted with innumerable glittering candles. Five thousand tiny candle flames glowed on four arches made of twigs. In the distance behind the arches was an old wayside shrine to which pilgrims were going while deer and rabbits looked on and candles burned in the snow. In this window an unusual lighting technique reproduced the winking of candlelight.

All the beauty of a starlight night was captured in the window entitled "The Starlight of Christmas". Here a figure in the style of Botticelli pulled back the crystal-studded curtain of the night sky to reveal the tower of a Renaissance palace where a husband, wife and child stood on a mother of pearl floor and gazed at the Christmas star. The whole scene was in shades of turquoise and blue.

In the window visualizing Christmas tree lights, nymphs of the Christmas tree were dressed as Renaissance pages in costumes inspired by a 14th century ceremony which is still held every Sunday in Sienna. The nymphs held back a curtain made of pine needles which sparkled with Christmas tree lights. In the tableau disclosed, a small girl opened the door for her first glimpse of the Christmas tree. Spectators saw only a reflection of the tree in a great golden mirror.

## Morgan Enters Production On Small Card Writer

In addition to the various models of the "Line-O-Scribe" card writing machines which The Morgan Company, 3984 Avondale avenue, Chicago 41, has available the company is just now entering production on a smaller unit designed for stores where the size card wanted is up to 7 by 11 inches. According to Ray F. Morgan, "This will fill the needs for the store that wants a low-cost piece of equipment that does the quality of work comparable to that used by the largest stores."

Morgan has also produced a copyrighted manual designed to help stores get the most out of their signing. Included are sign requisition forms which automatically guide the copy writer in preparing a selling message of effectiveness.

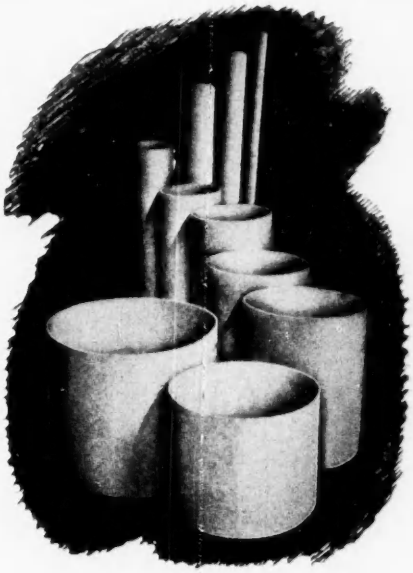
## Majestic Reorganizes Distribution Pattern

B. J. Seger, president of Majestic Creations, Long Island City, N. Y., has reorganized the firm's distribution pattern to confine its products to a smaller number of distributors. "While the number of outlets will be smaller, we expect to equal last year's good business. Expenses will be cut down and greater selling cooperation and efficiency can be expected from exclusive dealers than when they had several lines to handle," Seger stated.

## Brock Reelected By Atlanta Club

At the annual election of the Visual Merchandising Guild, Atlanta, John Brock, Rhodes Inc., was reelected president. Kenneth Acree, Zachry's, was named first vice-president, and William Dowda, Rich's, Inc., second vice-president. Bert Everitt, Rhodes Inc., became secretary, and Raymond MacNicol treasurer.

# WALL BOARD TUBES



LARGE STOCK ON HAND
FOR IMMEDIATE SHIPMENT

FOR YOUR

## CRUISE AND EARLY SPRING WINDOWS

**TUBE PRICES**

| | Diameters of Tubes | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Lengths | 1" | 2" | 3" | 4" | 6" | 8" | 10" | 12" | 14" | 16½" | 22" |
| 3 ft. | $.20 | $ .35 | $ .50 | $ .65 | $ .90 | $1.25 | $2.50 | $3.00 | $3.50 | $4.00 | $7.50 |
| 4½ ft. | .30 | .50 | .65 | .90 | 1.25 | 1.60 | 3.60 | 4.50 | 5.25 | 5.75 | 11.25 |
| 6 ft. | .40 | .65 | .85 | 1.25 | 1.75 | 2.25 | 4.75 | 6.00 | 7.00 | 7.75 | 15.00 |
| 9 ft. | .55 | .90 | 1.20 | 1.55 | 2.25 | 2.85 | 6.85 | 8.90 | 9.80 | 11.10 | 22.50 |
| 12 ft. | .70 | 1.20 | 1.55 | 2.05 | 2.95 | 3.70 | 9.10 | 11.85 | 13.00 | 14.70 | 30.00 |

For less than $10.00 there is an additional Handling Charge of $.75.

10% Discount on One dozen One diameter One length

**MUTUAL DISPLAY MFG. CO.**

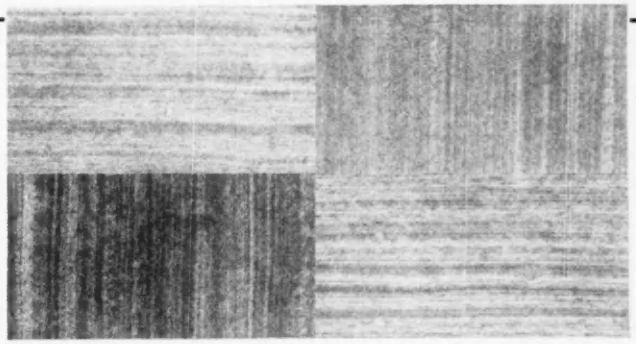
1101 POWER AVE. CLEVELAND, OHIO


# *Opportunities for New and Unusual Displays*


AUTHENTIC
REPRODUCTIONS
OF WOOD GRAINS,
MARBLES, LEATHERS

# DI-LON

*Wallpaper Extraordinary*



DI-LON is easy to apply to windows, walls, backgrounds, panels and display fixtures. Effects can be as conservative or modern as occasion demands. DI-LON is washable, sun-fast and durable. Reproductions are authentic. The wood grains, marbles, leathers, raffias and a miscellaneous number of other attractive patterns offer the decorator almost unlimited opportunities for new and unusual effects.

Write today for literature, samples and nearest source of supply.

DI-NOC

**THE DI-NOC COMPANY • *1700 London Road* • CLEVELAND 12, OHIO**

# RCA's Itinerants Reach Millions

By A. W. BERNSOHN
Radio Corporation of America, Camden, N. J.

EVERY year countless millions of people see RCA Victor television receivers, radios, phonographs and records mounted in handsome settings scientifically designed to stimulate sales, thanks to the unusual itinerant display program developed by the manufacturer in cooperation with W. L. Stensgaard & Associates, well known Chicago firm specializing in merchandise presentation.

The program accomplishes many long-sought objectives, and fills many needs.

It permits dealers, small and large, to employ window displays which would be prohibitively costly for individual production by the average dealer.

It presents all the most powerful sales features of products with a maximum of impact and appeal.

It assures identification of the dealer with established brand-name merchandise, and spotlights RCA Victor products in the retailer's stock.

All of this is accomplished with a minimum of effort and cost for the retailer, and without waste distribution.

Each of the basic RCA Victor itinerant windows now circulating among retailers is carefully designed to complement and point up the characteristics, sales features, and design of the products they support. The company's slogans, logotype, trade mark, and advertising approaches are all carefully dove-tailed into the displays to facilitate point-of-sale identification with RCA Victor's national advertising.

Great flexibility in the use of the displays for windows of varying sizes and shapes is attained by designing them in several elements which can be grouped together, spread out, or divided among two or more windows. Elaborate planning is necessary to attain this versatility without sacrificing the ability of the elements to stand alone or to be integrated into a complete, non-repetitive sales presentation.

Still another essential consideration in the planning of these windows is their suitability for being set up and packed by display people in many types of retail outlets the nation over — department stores, furniture stores, radio and appliance shops, and others. Each display is contained in a fitted traveling case. No tools are needed to open or repack the case. Every unit is plainly marked for easy removal and packing. Through this type of planning and the use of sturdy materials, adaptable to travel and comparatively hard usage, exceptional longevity and sustained good appearance are given the displays.

Time is saved and economies are effected by sending the displays only to stores that

[Continued on page 102]

—Three examples of RCA Victor itinerant displays as used by different stores. The first appeared at the Rhodes Department Store, Seattle. . . . Upper right, the Boston Store, Milwaukee. . . . Left, used at Block & Kuhl, Peoria, Ill.—

**Give Your Display Shoes Maximum Sales Appeal**

**AnkleHi *Fairy Forms***

***Highlight the Features that Make Your Shoes SELL***

Trim fit around slim ankles . . . every line its glamorous best. These sell shoes. And they're yours with Fairy Form's complete line of sizes, heel heights, heel styles and toe styles that result in perfect forming — no gapping — no distortion. In these days of hard selling, take advantage of Fairy Form's *proved* results. Write for catalog.

**SHOE FORM CO. INC.**
**AUBURN, N. Y.**

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IN CANADA:
*United Last Co., Ltd., P. O. Box 3000, Montreal.*

—Left to right, Lee W. Court, display director, Wm. Filene's Sons Company, Boston; Henry Callahan, window display director, Lord & Taylor, New York City; Guy Malloy, display director, Neiman-Marcus, Dallas; John R. Foley, window display director, R. H. Macy & Co., New York City—

# Displaymen Look At 1950

W. Arthur Gray, display director, Lansburgh & Brother, Washington, and president of the Visual Merchandising Group, National Retail Dry Goods Association:

Let's start 1950 by doing the things we have talked about for so many years, but just never found time to do.

1. Set up a schedule and run a series of training sessions for our staff.

a. Teach them to have respect for the tools that they work with and the merchandise they handle.

b. Discuss store policy as to types of display—necessary to sell, and the types of display that are strictly decorative.

2. Install several trial displays and make an effort to ascertain their selling value, determine what makes people stop, look, and buy—stay with this until you have found some solution, for we must have the answers in order to justify our expenditures.

3. Know your store, its price lines, its best selling items, its aims, its ambitions, then key your work to fit the store. Be yourself!

4. Survey your sign shop and determine whether they sell anything, or are something that's just a formalty. Make them sell!

5. Keep your budget in line. Buy well, plan well, work well.

—O—

Lee W. Court, display director Wm. Filene's Sons Company, Boston:

It seems to me that by this time anyone involved in selling through merchandise display realizes that a highly competitive market exists which requires the most commanding and efficient methods of presentation.

Those of us who are involved in visual selling have a beautiful opportunity to capitalize on all that we have learned during the lush period when we were able to put the emphasis on atmosphere and most creations were in the sphere of fine arts. During the next year it is going to be hamburger and onions, leaving no doubt in the customers' minds as to what is being offered.

Ideas for stopping the customer, creating interest and selling the merchandise are going to be worth more money than ever before. Those who show leadership in this direction will, I am sure, be those people who have followed every available bit of research in the field of selling display, and who have mastered its presentations.

The shirt sleeve selling of 1950 will move so rapidly that those in visual selling who do not use every tool at their command will find themselves behind competition.

—O—

John R. Foley, window display director, R. H. Macy & Co., New York City:

It is with due regard for past experience and production that the following principles are set down in this suggestion for future planning.

For some time display has fallen short of its desired and ultimate achievement largely because the premise of display, as it is understood at present, falls far short of the yet unexplored possibilities of this medium.

A dictionary can often clarify the true meaning of a word. A review of the definition of the verb display may clarify our thinking and reduce it to simpler terms. Oxford Concise defines it as follows: "exhibit, expose to view, show ostentatiously; reveal, betray, allow to appear." The omission of the verb "sell" is notable. Perhaps some past huckster of retailing evolved the present accepted definition and it stuck.

Another session with the dictionary to discover the accepted meaning of the verb "sell" may enlighten your thinking and planning and give you a positive knowledge when management tries to "sell" you a bill of goods in 1950.

Future planning and all present and future thinking depends upon a true definition and lies within a real understanding of the possibilities and even mistakes ahead. The future of display can be limited only by the limitations imposed upon it by management and the courage to be first to explore the potentialities of the display medium.

—O—

Henry F. Callahan, window display director, Lord & Taylor, New York City:

In 1950, as has been my custom, I will take my cue for the design of our windows from Fashion. The new clothes that look trim, without emphasis on a particular period, I plan to show against backgrounds of contemporary design. Both American and European fashion magazines will offer me inspiration.

—Vernon H. Jones, manager, store planning and merchandising laboratories, Goodyear Tire & Rubber Company, Akron.—

—Howard P. Abrahams, manager, Visual Merchandising Group, NRDGA—

—W. Arthur Gray, display director, Lansburgh & Brother, Washington; president, Visual Merchandising Group, NRDGA—

For a touch of whimsy, I may show fashions that reflect a current nostalgia for the 20's on new figures with the "debutante slouch", and the flapper's short hair—but they will look like smart women of today.

Continuing a decision I made in 1948, I will insist on only the finest in quality workmanship and service from display resources. I will welcome imports from other countries if they are original and beautiful. To me price is secondary to perfection.

Looking back 20 years to my first display job, where all we had to work with was a closet full of chrome fixtures, some "woodikins", crepe paper, a magnetic hammer and a mouthful of tacks, I realize how much the market for display materials has grown. This year I hope to find new inexpensive lighting equipment that an average displayman can manipulate easily; wide fabrics that cover an entire background without a seam; exciting designs in wire; fashion colors in seamless papers; tacking machines that won't clog, and mannequins that will stand without rods.

———O———

Vernon H. Jones, manager, store planning and merchandising laboratories, Goodyear Tire & Rubber Company, Akron:

Dr. Emerson P. Schmidt, economic research director of the United States Chamber of Commerce, states that the sentiment of most people who have tried to size up the year ahead seems to be:

"1950 should be a good year. Not quite so good as 1949 and almost certainly not equal to the levels of 1948."

In other words we can look forward to keener competition in going after a larger slice of a smaller pie. Customers will make more comparisons in choosing between values and will be influenced by extra conveniences and services which did not exist during the war years. More than ever they will expect stores to have what they want when they want it. Retailers who take steps to serve efficiently more customers the way they want to be served will find the road easier and more beneficial.

Building costs and the expense necessary for doing business will continue at a high level for some time, therefore by necessity more attention will have to be given to coordinated store planning and visual merchandising as a means for increasing sales dollars without increasing sales expense dollars.

This will be accomplished through:

1. Display equipment improvement and re-arrangement to create more space for more merchandise, thereby reducing the cost per square foot of display space for the amount of floor space occupied.

2. Display space re-merchandising to make the most of every square foot available through effective presentation of merchandise, with exposure in close relationship to sales possibilities, and with sufficient display selling material to inform and promote as an aid to stimulating sales and further in holding selling costs at a minimum.

Chain stores have led the way in this type of planning and have made big inroads into the retail business. Many independent stores have already taken a few tips from the chains, especially during the war years. In 1950 independents will give more at-

[Continued on page 104]


Arts and Flowers Sweeping the Country!

With Smart Easter Flowers, Plants, Foliages, Botanicals and Novelties

**PRESERVED ADIANTUM and ASPARAGUS FERNS** — Green, Pastel Shades. Flocked or Plain.

**GRASS MATS** — Natural, Green, 72 Row. Burlap Back. Loose Grass.

**PALM TREES** — Bamboo Poles and Stalks, Preserved Ferns, Phoenix, Cicus, Cocoa Nut Leaves and Palmetto Leaves Flameproof. Sea Shells, Seafans, Sponges, Coral, Star Fish. Colored Sands, Crystals, Wood Shavings, Fish Nets.

**BRANCHES TREES** — Redwood, Birch, Natural, Colored, Grape Vines, Cherry Trees, Apples Trees, Birch Poles and Bark.

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Write for Tropical, Spring and Summer price list!
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Learn how you can increase your income. Write today for illustrated brochure and catalog No. 30.

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feather and feather school of design

# DISPLAY

## ...on and off the record

—Jim Logan holds a 32-pound permit which he caught on 9-pound test line, thereby establishing a new world's record in that division of tackle. The fish was caught off Islamorada, Fla., late in November. Logan is a sales representative for Schack's, and Dazian's, Chicago—

—R. J. Beaudry, display manager for The Diamond, Charleston, W. Va., stands at the left to supervise the work of Ted Roberts and Tracy Huntington, assistants, and Joan Rice, fashion coordinator for the store—

—Six members of the display staff of Lewis's Ltd., Birmingham, England, enjoy a day at Blackpool despite a strong wind whipping across the sands. Standing, Maraget Bull and Bill Williams; sitting, Betty Stevens, H. Norman Taylor, Beryl Bull, and Irene Taylor—

—Fillmore Lash on vacation after the pressure of Christmas display installation was over. The scene: McCarthy's Guest Ranch, Victorville, Calif.; the lady is Irene McCarthy, owner. "The riding and swimming are terrific," reports Lash, who is display director of the Globe Department Store, Los Angeles, "and so is the square dancing in the evening"—

—Ken McCafferty, long identified with display, stands at the right as J. L. Williams installs him in office as president of the Long Beach Advertising and Sales Club, Long Beach, Calif. Williams is manager of the local Sears, Roebuck & Co. store, where McCafferty is advertising manager—

—One of the work rooms of the R. Bunting display studio, Portland, Ore. Working on the papier mache figure is Zelia Telfer, while Ray Bunting, owner of the studio, works out a design at the right—

### Brazilian In New York Seeking Display Materials

Bernhard Blumenfeld of Sao Paulo, Brazil, will arrive in New York City the latter part of January in quest of display material sources with which he can arrange for export to Brazil. Blumenfeld can be reached in care of Werner Lowenstein, 160 Clarmont avenue, New York City.

### DISPLAY WORLD Available In Microfilm

DISPLAY WORLD has completed arrangements with University Microfilms, 313 N. First street, Ann Arbor, Mich. to make the magazine available in microfilm form to libraries which desire this service. Microfilm makes it possible to produce and distribute copies of periodical literature on the basis of the entire volume in a single roll. Inquiries concerning purchase should be directed to University Microfilms.

### Gene Ross Leaves Bliss For Ivel Corporation

Gene Ross has resigned from Bliss Display Corporation, New York City, in order to become art director for the ivel Corporation of the same city. The latter firm specializes in the production of exhibit displays. Ross had been with Bliss for nearly two decades.

### Three Join Staff Of Vaughan Mannequins

Vaughan Mannequins of Long Island City, N. Y., announces the addition of three salesmen to the firm's staff. These are Bernard Foster, Luke Sapan and Mac Binderman. The three were formerly with Magnani Mannequins, New York City.

### Twin Sons Born To Strongins

Joseph Strongin, president of Strongin Displays, Philadelphia, became the proud father of twin sons on December 20. He is already planning on adding the two boys to his staff in 1970.

### Ropes Drug Company Names McManus

Ropes Drug Company, Salem, Mass., has announced the appointment of Joseph McManus as display manager. The firm operates four stores in Salem, and one each in Beverly, Peabody and Danvers, Mass. McManus had formerly been in charge of display for Ropes for 15 years, rejoining the company two months ago.

### Burnham Leaves Rich's; To Resume Former Post

Announcement has been made of the resignation of K. V. P. Burnham as special events director for Rich's, Inc., Atlanta. He has rejoined J. P. Allen & Co., of the same city, as display director, the position he occupied prior to joining Rich's about a year ago. He takes over from Raymond MacNicol, who has not announced his future plans.


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Use the best. We have been making wigs for many years and have the experience and knowhow to give you the best in quality . . . and at budget prices.

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MANNEQUIN WIGS

STYLE 1301 STYLE 1302

**NO MEASURING NECESSARY**

A special rubber base makes these wigs fit snugly and securely on the skull without need of you sending in measurements. Comes in any color desired.

**Ask for our NEW Style Chart**

**Write for descriptive literature or further information**

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***SPECIALISTS IN MANNEQUIN WIGS AND REPAIRS***

*Greetings for the New Year*

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EDDIE HURWITZ R. W. SOPER
M. G. MERKLIN JIM EVERETTS

EVERETTS-SOPER CO., INC.

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# DISPLAY WORLD

Title Registered U. S. Patent Office

Combined with
MERCHANTS RECORD & SHOW WINDOW
Issued on the Fifteenth of Every Month by
THE DISPLAY PUBLISHING COMPANY
Cincinnati, Ohio

H. C. MENEFEE, President,
NATHAN SILVERBLATT, Manager,
R. C. KASH, Editor.


OUR PLATFORM

1. The Promotion of Display.
2. More Display Cooperation by Manufacturer and Merchant.
3. Advancement of the Display Business.
4. Practical Service to the Display Profession and Industry.
5. Greater Appreciation of Display's Power in Merchandising.
6. Absolute Independence of Our Editorial Columns.

VOL. LVI JANUARY, 1950 No. 1

## DISPLAY WORLD Sponsors International Contest

Elsewhere in this issue—pages 6 and 7—is the announcement of DISPLAY WORLD's first annual international display contest—one of the most comprehensive ever attempted. Top awards will consist of three plaques—gold, silver, and bronze—and additionally there will be gold, silver, and bronze medals awarded in every one of 100 merchandise, service, or special classifications.

Also a gold medal will be awarded monthly for the best photograph entered in the contest during that month. Thus a total of 315 awards will be made. Any displayman anywhere in the world is eligible to enter. There are no strings of any kind attached.

The question might logically be asked, "Why does DISPLAY WORLD believe that such a contest is of value to the display field?"

There are several reasons. One is that there has been a need for some tangible recognition of the work displaymen do. Another is that this contest provides a way of recognizing outstanding ability in the display of all types of merchandise. A third reason is to encourage better display in every store. Still another is that such a contest will provide several hundred displaymen with concrete proof of international recognition of their ability. And finally, many displaymen have expressed their desire for a contest of this scope in the belief that anything that offers an incentive to better display is good for the profession as a whole.

The establishment of 100 different classifications was done deliberately. DISPLAY WORLD wants displays of every kind of merchandise to be recognized and eligible for entry. In addition to the usual men's and women's apparel groups, provision has been made for such classifications as automobile showrooms, style show settings, machine-lettered showcards, grocery displays, and travel displays . . . to mention only a few groups not usually covered in display contests.

Tentative plans call for the publication of winning displays and an exhibit of the winning entries at the first Display Market Week following the end of the contest.

Judging of the entries will be be done by a distinguished group of well-known display personalities to be announced later. Judging of the "Display of the Month" will be done by the editorial staff of DISPLAY WORLD.

Rules have been kept simple, and the contest stresses the fact that displaymen in all parts of the world may enter. It is not necessary to be a subscriber to DISPLAY WORLD to do so.

The contest is completely flexible. Entries may be made at any time throughout the year, although entries received during a given month have an opportunity of winning the gold medal awarded for the best entry during that period.

We believe this contest will mean much to everyone connected with display, and the cooperation of the field is cordially invited.

## Courses In Display Planned By New York School

A. Robert Schoen, industrial designer for The Prop Shop, will join the instructional staff of the Evening Extension Division, City College School of Business, New York City, during the 1950 spring term to teach two specialized courses, "Visual Merchandising and Display" and "Window Display Techniques".

"Visual Merchandising and Display" is an intensive presentation of the fundamental principles and methods involved in creating effective window displays. The topics to be included in the course include developing the basic display idea, selection and use of appropriate equipment and materials, color and lighting effects, and how to select merchandise and arrange it in displays and settings.

Two sections of this class will be open for registration. One section will meet each Monday evening from 6:50 to 8:30 p. m. starting February 20, and continuing for 15 weeks. The other section will meet each Tuesday evening from 8:45 to 10:25 p. m. starting February 14, and continuing for 15 weeks.

The course in "Window Display Techniques" is designed to provide students with practice in planning and executing window displays, and assumes a basic knowledge of display principles on the part of the student. This class will meet each Tuesday evening from 6:50 to 8:30 p. m. starting February 14, and continuing for 15 weeks.

Applicants for these courses may register in person in the auditorium of the City College School of Business, 17 Lexington avenue, from 6:00 to 8:30 p. m. on February 3, from 11:00 a. m. to 1:30 p. m. on February 4, and from 6:00 to 8:30 p. m. on February 6 and 7. Veterans are eligible under the G. I. Bill of Rights.

## Barrango In Larger Space: Adds New Mannequin

C. Barrango & Co., San Francisco, has taken over the complete three-story building at 579 Market street, and consolidated factory and showrooms under one roof. In making the move, Barrango also installed new equipment and replanned the factory throughout for greater effeciency.

Concurrently, the company announces the development of a new mannequin. According to "Gus" Barrango: "While it is not ready for release yet, we can say that it will be completely new in every major aspect. It will consist of new materials, new fittings, new faces and new prices. We feel it will be a worthy addition to the Barrango Gallery of Mannequins and continue to maintain our rigid standards. It will serve to enlarge the field of mannequin applications, and will enable the man engaged in visual merchandising to do a more complete and thorough job."

## Rosenblum Now Art Director For Macy's, New York City

Morris L. Rosenblum has been named art director for R. H. Macy & Co., New York City, effective February 1, it was announced by Victor M. Ratner, vice-president in charge of sales promotion, public relations, and advertising.

In addition to his duties as art director, Rosenblum will have general responsibility for the coordination of the display activities of the store. This in no way changes the current display organization. John R. Foley, window display manager, and Frank Sauter, interior display manager, will continue in those posts with full responsibility for the operation of their respective departments, reporting to Rosenblum.

## Decorative Plant Announces Additions To Staff

Sylvan Freund, president of Decorative Plant Corporation, 136 West 24th street, New York City, has announced the addition of Sue Williams to the firm's staff in the capacity of design consultant. Miss Williams, who formerly operated her own studio, is well known as one of the industry's finest designers.

On the Pacific coast, and particularly in California, Decorative Plant is now represented by Aubrey Maley, who resigned recently as sales manager for Nardini Studios, Hollywood, and who for many years was display director for The Broadway-Hollywood.

Bernard Kay has joined Decorative Plant also, in the sales department, and will specialize in designing and servicing chain stores. He has behind him 15 years of experience in the display field.

## Daughter Born To Latimers

Ted Latimer, vice-president and stylist of American Model Form Company, 38 Greene street, New York City 13, and Mrs. Latimer are the parents of a daughter born on December 19th. There are two other children in the family, Stephen, 10, and Leslie Diane, who is 5.

### Schack's Completes Removal To Company's New Home

Schack's, Inc., Chicago, has completed removal of its general offices and manufacturing facilities to a fully remodeled plant at 2516 West Armitage avenue. Schack's new home, one of the world's most modern display plants, will provide vastly improved facilities in floor space, layout, and streamlined production features.

One of the innovations announced by the company is the "Gallery of Creative Ideas", a modern showroom-lounge in which the displayman may combine his plans with scores of suggested presentation themes readily available for his inspection. Complete window and interior lines for the current season and the one immediately following will be on display in the gallery at all times. In addition, the displayman will have access to a large variety of special presentation sketches applicable to many types of display uses.

### New Company Is Formed For Bright, Metallic Finishing

Albert E. Sierad announces the formation of a company under his name at 805 Mamaroneck avenue, Mamaroneck, N. Y., to process the bright gold, silver and other metallic finishes on plastics, glass, metals, and wood. The finishes, invented and patented by Sierad, are said to be resistant to alcohol, essential oil, and chipping.

The A. E. Sierad Company, Inc., will also be set up to fill liquids and powders and do general assembly and packaging work. Sierad will be president of the firm, and Stanley Sapery vice-president. All sales will be handled through the Stanley Sapery Company, 341 Madison avenue, New York City 17.

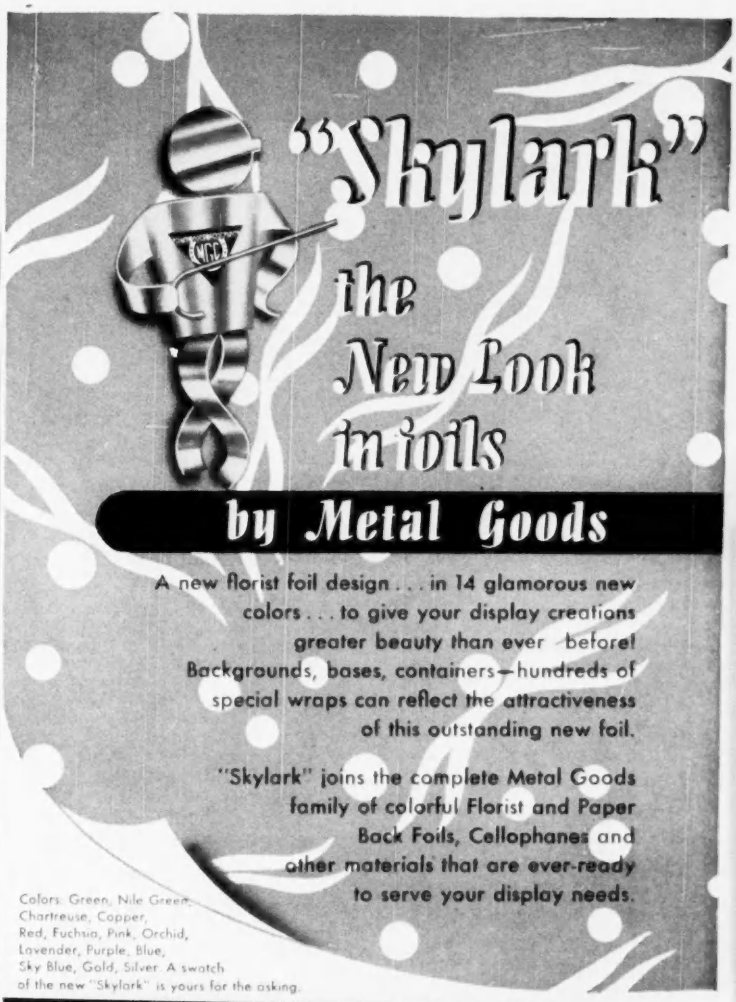
### Merchandising Dispenser Is Introduced

The first showing of American Machine & Foundry Company's new self-leveling "Lowerator" merchandising dispenser was made recently before "Pepsi-Cola" bottlers convening in Dallas. A storage and merchandising unit combined, the "Lowerator" is said to increase self-service sales in today's modern retail outlets. The dispenser keeps merchandise always at a convenient, self-service height whether the unit is full, half-full or nearly empty.

Activated by simple, calibrated springs, the dispenser's platform rises or lowers automatically as merchandise is removed from or placed upon it. The self-leveling feature is said to triple counter display space. Mounted on casters, the unit can be moved to different sales locations as desired. The device is manufactured by American Machine & Foundry Company, 485 Fifth avenue, New York City 17.

### Change Of Location For H. H. Gould

In accordance with an expansion program, H. H. Gould has taken new offices, showroom and plant space at 280 Ninth avenue, New York City. The firm occupies 7,000 square feet of space at that location.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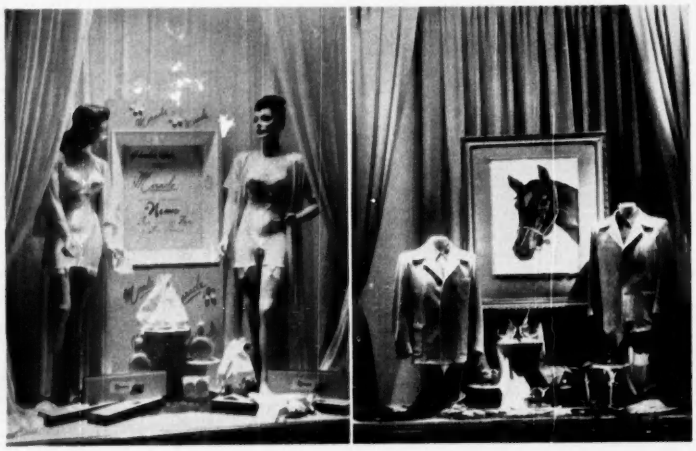

—Two displays by Francisco Aguirie, Jr., of Sanchez Mola, Havana, Cuba. Pastels were used throughout, emphasized by contrasting tint in the draperies—

## Sturgeon Succeeds Scalese At Pittsburgh Store

For the past two years with Frank & Seder, Pittsburgh, Everett Sturgeon has been promoted to the position of display manager. He replaces James Scalese, resigned, according to Jerome Seder, president of the store. Prior to joining Frank & Seder, Sturgeon did free-lance art work in New York City and also served three years in the United States army.

## Multi-Fit Wig Announces Suggested Styles

Multi-Fit Wig Company, 35 West 36th street, New York City 18, is introducing new spring style charts of suggested styles and colors. The expandable wig of this company is designed to fit all mannequins regardless of head size or shape, and is unconditionally guaranteed not to dry out. The Multi-Fit wig is obtainable only through jobber and distributor outlets.

—This is the display which won first prize and $500 for Charles A. Merrill, S. Kann Sons Company, Washington, in the "Kayser's International Week" contest. The award was in the department store group for cities of more than 300,000 population. White and pale blue were the colors used, and the display showed hose, gloves and lingerie advertised in Life—


# Your New York BUYING GUIDE

**ALLIED DISPLAY MATERIALS, INC.**
*Display Novelties, Materials, Accessories*
65 Madison Ave. MU 5-6487

**ARTS AND FLOWERS DISPLAYS, INC.**
*Artificial Flowers, Foliages, Novelties*
43 West 56th St. CI 7-6848

**BLISS DISPLAY CORP.**
*Display Promotions, Animated Displays*
460 West 34th St. BR 9-5750

**BONAFIDE DISPLAY AND DECORATIVE CO.**
*Artificial Flowers, Foliage and Plants*
61 West 37th St. WI 7-7965

**THE L. J. CHARROT CO., INC.**
*Artificial Flowers, Display Decorations*
36-38 West 37th St. WI 7-1687

**COLONIAL DECORATIVE DISPLAY CO., INC.**
*Artificial Flowers and Plants*
70 West 40th St. WI 7-0230

**DECORATIVE PLANT CORP.**
*Artificial Flowers, Display Decorations*
136 West 24th St. WA 4-4405

**DISPLAY EQUIPMENT CORP.**
*Coronet Mannequins, Display Fixtures*
147 West 37th St. BR 9-8450

**FERRIS SHACKNOVE STUDIOS**
*Wire Displays and Novelties*
45 Grove St. WA 4-2208

**FRANKEL ASSOCIATES, INC.**
*Display Fabrics and Accessories*
218 West 47th St. CI 7-0060

**FRANKEL DISPLAY FIXTURE CO., INC.**
*Mannequins, Display Fixtures*
493 Seventh Ave. WI 7-0450

**H. H. GOULD DISPLAYS**
*Artificial Flowers, Display Decorations*
37 East 28th St. MU 5-1555

**THE GRENEKER CORP.**
*Mannequins, Mannequin Wigs*
250 West 54th St. CI 6-5146

**GRIMES DISPLAY SERVICE, INC.**
*Display Novelties, Materials, Accessories*
(Formerly Eve Brueser Studios)
22 West 38th St. BR 9-4924

**DAVID HAMBERGER, INC.**
*Artificial Flowers, Display Decorations*
115 West 31st St. PE 6-0465

**LAVERNE ORIGINALS**
*Display Papers and Fabrics*
225 Fifth Ave. MU 3-7356

**A. LUTZ**
*Reed and Rattan Displays*
3 West 18th St. CH 2-6264

**LUSTRA-CITE INDUSTRIES, INC.**
*Lico Plastic Display Fixtures*
225 West 28th St. PE 6-6803

**MAHARAM FABRIC CORP.**
*Display Fabrics, Materials, Accessories*
130 West 46th St. LU 2-3590

**MANHATTAN MANNEQUINS, INC.**
*Mannequins, Mannequin Wigs*
119 Prince St. GR 3-3868

**MESSMORE & DAMON, INC.**
*Animated Displays, Itinerant Displays*
400 West 27th St. CH 4-1842

**NATURAL CREATIONS**
*Artificial Flowers, Display Decorations*
233 Fifth Ave. LE 2-2377

**RESULT DISPLAYS, INC.**
*Plastic Display Trays and Hangers*
503 West 33rd St. LO 3-5900

**NAT SIEGEL, INC.**
*Mannequins, Display Fixtures and Novelties*
39 West 37th St. WI 7-8485

**TIMBERTONE DECORATIVE CO., INC.**
*Display Papers*
114 East 32nd St. MU 4-3376

**D. G. WILLIAMS, INC.**
*Mannequins, Display Fixtures and Novelties*
498 Seventh Ave. LA 4-4069

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**NEW YORK**

# Spring comes to New York!

And fresh as Spring itself are the new ideas in display which these famous firms have prepared for your first big promotions of the new year. Valentine's Day, newest fashions, Easter . . . whatever the event, you'll find inspiration and ideas are plentiful among these New York display houses which pace the field. Prices are in line with the thinking of the most budget-minded management . . . and your buying time stretches further in this concentrated market. Remember . . .

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NAIL PANELS *Faster!*

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*Write for Bulletin*

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1218 Sherman Avenue, Evanston 8, Illinois

for FASHION-RITE display WIGS

Meyer Jacoby

CHelsea 3-8340

manufacturers of arranjay's wigs

34 West 20 Street New York, New York

Display Genius at Work

Write today for the newest designs in Plastic Displayers pictured in Catalog DW/72P

D. G. Williams Inc.

Dot Williams, president

498 Seventh Avenue, New York 18


## NEW YORK DISPLAYS

[*Continued from page 41*]

with pink feathers and ornaments, and she carried an electrically lighted wand. Gift boxes and gift items were arranged on the snow-covered floor between the two mannequins in all white. The all-white of the settings, including the gift merchandise, placed before deep blue backwalls made an excellent and immediately striking contrast.

Display Director Tom Russell designed a very simple and effective prop to show gift merchandise in the Peck & Peck windows (fourth photograph). This deft arrangement of white partitions near the glass allowed for quantities of merchandise to be shown, each item set apart by its own box and therefore easily seen. A pine tree shaped opening in the center revealed a full length view of two mannequins in ski outfits. Later, a white Christmas tree decorated with the colorful ornaments was placed back of the mannequins.

A canopied bed made a practical and effective prop in a series of five windows at De Pinna's, where Display Director Sam Smith posed a mannequin as on Christmas morning with a cornucopia of gifts arranged for her admiration. One card in the display referred to the "Waking Beauties", while a second copy card described the setting as "Act III—Final Scene: Time—Christmas Morning: Place—your Home". The 'Waking Beauty' in this instance wore a mustard-gold robe with red sash and loked rewarded with the pink gloves she held in her hands. White moire and silver cloth made the canopy and bedspread. Panels covered in white velvet framed the setting and were spaced with green-centered white poinsettias and many tiny electric lights. The floor appeared warm in its covering of white rabbit fur.

The main floor at Bloomingdale's was refreshingly cheerful, gay and smartly designed by Philip Nogga, in charge of interior displays. A happy family, consisting of a snowman, his wife and children were ensconced around the floor columns, their elevated positions achieved through the use of spiral steps made of simulated snow blocks and realistically hung with icicles. The snowman carried a large ruscus wreath designed as the familiar Bloomingdale "B" and lighted by tiny white electric bulbs. With his carrot nose, black eyes, stove pipe hat, brilliant scarf, pipe and large watch with chain, he made an imposing figure. His wife was very spirited—waving a miniature Christmas tree lighted in mixed colors—and was adorned with a headress of chartreuse veiling, ornaments, and a broad sash of red, green or candy stripe satin. The child was laden with gift packages. Silver stars were applied to the floor columns. Delicate snowflakes of baby's breath flocked in white and centered with a white pine cone were suspended throughout the main floor and contributed to the animated and delightful scene.

A papier mache Santa in evening jacket and gold top hat drew aside the curtain to his theatrical setting at Altman's where Display Director Louis Villela showed a collection of lingerie, jewels and perfumes. The curtain which framed the window was of chintz, candy-striped in red, blue, white,

pink and green and edged with red ball fringe.

The Gay Nineties girls, also of papier mache, were painted in pink, gold and black and carried gold fans. The audience, completely absorbed in what they beheld, was achieved by painting in just the heads on sheer gray silk; this curtain hung in a semi-circle in the back of the window. The faces were painted in pink and black. "All wrapped up in Christmas—Altman Gifts" made the copy.

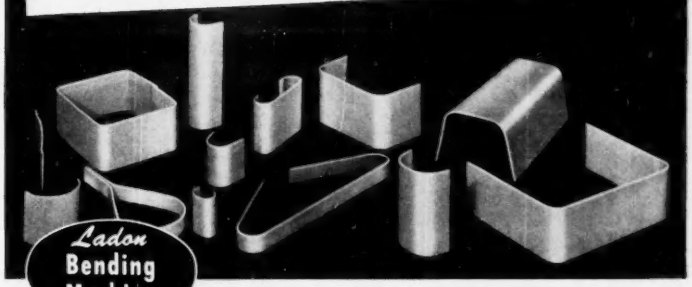
A single fashion, beautifully set before a gold sprayed metal grille construction which somewhat resembled an ornate gate composed the Christmas theme used by Display Director Sidney Ring in a series of six windows at Saks-Fifth Avenue. Into this grille were set lantern-like ornaments of frosty white styrofoam decorated with bright red beads, some round and some flat. Shirred velveteen of a cherry color was arranged at the sides and top of the display to give the window a jewel-box appearance. "Her dress of a white Christmas—white ermine collection—luxurious gifts" read the copy on a parchment scroll placed in the foreground. The mannequin wore a white net gown and gloves with the featured ermine cape . . . a Juliet cap of silver mesh and crystal and heavy crystal bracelets set into silver.

Lingerie and robes, rich in color, was the theme of gift suggestions in a series of holiday presentations at Bloomingdale's. For backgrounds Edward von Castelberg, in charge of window display, used impressive formal garden scenes . . . these being wallboard cutouts so painted and placed as to give a feeling of great depth and realism to the settings. The colors employed for the art work were in shades of green on white. Here and there on the painted branches of the trees appeared "apricot balls" with silver flitter—apricot being the featured shade of the merchandise. A mannequin posed in front of a full length mirror was admired by a little girl, in gown of matching shade, who cautiously peeped through the lower branches. A niche to the left was painted in a warm pink beige and revealed gift wrappings in a deep copper tone, with pine cones sprayed in gold. The setting was framed in branches flocked in white and cheerfully spaced with tiny electric lights, while the floor of the window was deeply covered in snow.

The delicate quality of the white pleated nylon nightdress was imaginatively dramatized in settings by Display Director Gene Moore in the eight Bonwit Teller windows. The copy read: "Now the Christmas heavens are filled with visions in white nylon drifting earthward".

The night sky, painted in a bright dark blue, was filled with astronomical characters brushed in very faintly in white and embracing a collection of tiny stars, these lights slightly animated. Groups of buildings depicted the "earthward" direction for the mannequin, her satin slipper just ready to touch the snow-covered roofs. These miniature buildings, meticulously detailed, were made from wallboard on top of wood framing and were complete on all four sides. Even the roof tops were actual cutouts to represent various skyscrapers in New York City.

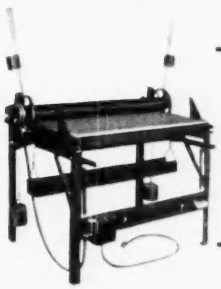

**Now . . . Bend Plywood, Masonite, Tekwood and Metal-Fibre Laminates**



*Ladon* Bending Machine

**Bends it Easily . . . at Amazingly Low Cost**

The revolutionary Ladon Bending Machine produces "S" shaped . . . reverse . . . close double bends — BENDS OF ANY ANGLE UP TO 180° — in plywood, hardboard such as Masonite, veneer, chipboard, Tekwood, wall board, hard fibre, cardboard and metal-fibre board laminates



**Full Panels Bent In One Operation**

48" Ladon Bending Machine shown here. 72" and 96" machines are also available. Size governs only LENGTH of bend — does not limit angle.

**New Principle of Bending — Fast, Low Cost Operation**

- Panel to be bent rolls automatically under heated mandrel (thermostatically controlled).
- Movement of mandrel or roller is actuated by simple weights carried in channel below table. Addition or depletion of weights varies the average speed of bending to suit material.
- Adjustable "stops" control angle of bend—One man, depending upon nature of bend, can operate two and often four machines.

**Widely Used in Display Manufacturing for Perfect Curves . . . Lower Construction Costs**

Display manufacturers everywhere are discovering that the Ladon Bending Machine pays for itself — quickly — in faster production and reduced construction costs. Curved design adds *beauty* and sales *appeal* too . . . permits more one-piece construction for *greater strength*. Another advantage offered by the Ladon Bending Machine is its complete *flexibility*, permitting new freedom in display design.

Midwest MANUFACTURING CO.

**WRITE TODAY . . . for detailed literature and prices**

**31 N. Laclede Station Road**
**St. Louis 19, Missouri**

***MANUFACTURERS OF BENDING MACHINES***

**Introducing**

A

**Low Priced—Medium Capacity**
**Top Quality**

**VUE-MORE**
ELECTRIC DISPLAY TURNTABLES

Based on our motor shown on page 66

VM 15 SERIES
Rated for 75 lbs.
Quiet—1 year guarantee

| | |
|---|---|
| VM 1512—12" disk | $16.95 |
| VM 1517—17" disk | 17.95 |

Rotating Elec. Outlet & Tiers Extra

When you have an animation or TURNTABLE problem

Write To Us

**BREVEL PRODUCTS CORP.**
74 Lafayette St., New York 13, N. Y.

**Delightfully New Ideas**

**FOR** *Spring*

WITH

**DISPLAY SUPPLY CO.**

as always . . .

We are anxious and able to fill your requirements.

**ARTIFICIAL FLOWERS**
**UNITS --- PROPS**
**QUALITY & SERVICE**

under personal supervision of

**MR. J. PALADINO**

**DISPLAY SUPPLY CO.**

*"Workroom for the Trade"*

106-108 Hopkins Ave.
Jersey City 6, N. J.

INQUIRIES INVITED

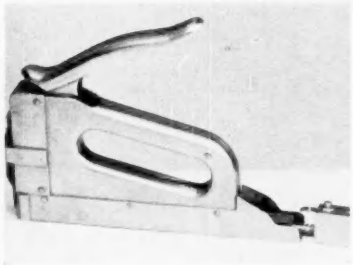
## DISPLAY SPECIALTIES

[*Continued from page 47*]

Next illustrated is one of the 1950 hair styles of Herzberg-Robbins, Inc., wig manufacturer at 457 West Broadway, New York City. The wigs come in any color and follow the trend toward short, close-to-the-head hairdoes as in the 20's.

One of the new scenic background panels of Decorative Displays, 57-57 63rd street, Maspeth, N. Y., has a garden for its theme. These "Photo-Mural" backgrounds are actual photographs of outstanding scenes, printed on fine rayon crepe. They are approximately 100 inches high by 210 inches long.

Frequently used in display are dickies, and those pictured here are by S. Bender, 215 West 40th street, New York City, with detachable ties. The dickies are made in



white-on-white, broadcloth, striped, oxford, and pastels. Five collar designs are to be had—button-down, 3-inch point, 3½-inch point, Duke of Kent, and "bold look".

The "Corridor Window" involving the use of mirrors was introduced by Frederic Shipman, 512 Fifth avenue, New York City, during the recent Display Market Week and is pictured here. One mannequin only is used in this particular setting, in a window space 4 feet deep by 7 feet wide.

At the lower right on the same page is shown the new plastic "Holz-All" adjustable display easel, marketed by L. F. Hier Display Equipment Company, 23 North Sixth street, Minneapolis. It can be adjusted to meet all display needs.

The hand-blown crystal ball globe is open at both ends and stands 8 inches high (4-inch fitter). It can be used as a displayer, as is, or can be provided with decorations, trade-marks, or labels in fired enamel colors, or sand-blast finishes or cut designs. It is made by Dunbar Glass Corporation, Dunbar, W. Va.

"Santa in the Jalopy" has a maximum amount of animated fun in one unit. Wheels revolve on eccentric cams, head- and tail-lamps blink, and fenders flap. Santa is of full-round papier mache, costumed in colorful velour and with the head and arm spring animated. The unit is by Gardner Displays, 477 Melwood street, Pittsburgh.

Completely redesigned is the "Model A" unit of The Showcard Machine Company, 1196 Merchandise Mart, Chicago, for im-

proved efficiency and sturdy construction. The machine can print type at various angles, prints halftones or line cuts, and can print as many colors as desired in one operation. No particular skill is required to operate it.

West-Dempster Company, 107 West Lyon, Grand Rapids, Mich., sepcializes in photo-murals, cutouts, and "translites" for display and exhibit use. Here one of their blow-ups is used to dramatize refrigerators. The photo-murals can be made from the displayman's own photographs or art work, or can be furnished by West-Dempster.

At the lower right on the same page is a rear view of the "Rocket Express" in use in a department store last season. Made by Rocket Express Systems, 219 North Humphrey avenue, Oak Park, Ill., the system provides streamlined trains of simulated rocket design, all metal with bright aluminum finish. Trains are propelled on a sturdy monorail track—over the department—by means of friction drive wheel operating on low voltage current.

An Easter number showing the use of wood letters by Display Craft, 963 Lake Drive, SE, Grand Rapids, is seen next.

[*Continued on page 96*]

—At the top, by Emil Corsillo, Inc., Hollywood. . . . Immediately above, by E. H. Hotchkiss Company, Norwalk, Conn. . . . Upper right, by Plytex Corporation, Chicago. . . . Right, by Combination Products Company, New York City—

# Spring and Easter Selling

## made more profitable with these

# NEW CAPITAL CREATIONS

### SHERBET

50 inches by 24 feet rolls. The new flooring of the year. Six lustrous shades: Tutti Frutti, Lime, Lemon, Strawberry, Raspberry and Ice Blue.

### MANHATTAN

36 inches by 24 feet rolls. A brilliant, unusual display medium. Drapes and pleats beautifully. Five gorgeous spring colors.

### SPARKLE DRAPE

36 inches by 24 feet rolls. A sparkling, lustrous drape weight paper and cloth. A natural for the better stores. Five fascinating seasonal colors.

### GLAMA-FOIL

36 inches by 25 feet rolls. Two-toned extra heavy weight embossed foil in pastel combinations. A beautiful display surface for beautiful displays.

### OTHER POPULAR CAPITAL ITEMS

LAWN CLOTH
TURF CLOTH
TURF PAPER
HOLIDAY PAPER
LEATHERETTE PAPER
DUTONE FOIL
FLUFFTEX
FLUFFTEX CHIPS
CELUKRAFT VINING

Serving Display Jobbers Only

*Manufacturers, converters, creators of display papers and cloths*

**CAPITAL MERCHANDISING COMPANY**

363-365 THATFORD AVE. Dickens 6-1423-1424 BROOKLYN 12, N. Y.



*It's a balancing act!*

**These ingredients are balanced in every Old King Cole display to give you the most value for your money:**

1. **Fresh, imaginative ideas, smartly styled.**
2. **Honest, skilled craftsmanship intended for long usage.**
3. **The lowest prices consistent with quality workmanship.**

**So be right 3 ways — buy Old King Cole displays. Fifty-seven years of leadership are your best guarantee of the best quality at the lowest price.**

**OLD KING COLE DISPLAYS, Inc., Canton, Ohio**

Gordon Keith, ORIGINALS

MR. BARNEY McKINNEY in NEWENGLAND

MR. GEORGE VETTER in EASTERN

MR. ROY BENSON in MIDWEST

our new representives

## MANNEQUINS AND FORMS

[*Continued from page 35*]

pressly designed for bathing suits, all sportswear, and lingerie. It comes in many attractive colors, as desired; some of them are nude, off-white, new rose, pastel brown, turquoise and pastel turquoise, lilac, and violet. The figure is 49 inches long by 14 inches high and 18 inches deep.

At the left, under the reclining figure just described, is a pair of children's figures by Royal Mannequin Corporation, Brooklyn, aged two years and ten months, respectively.

In a similar position at the right, two children's figures by Manhattan Mannequins, New York City.

A half-round sports silhouette, by W. M. Zeppen-Field Studios, Hollywood, shows its ability to wear bathing trunks in the photograph at the lower left on the same page.

Concluding the article is an illustration of a new reclining figure by The Grencker Corporation, New York City, as used in a display at Saks-Fifth Avenue.

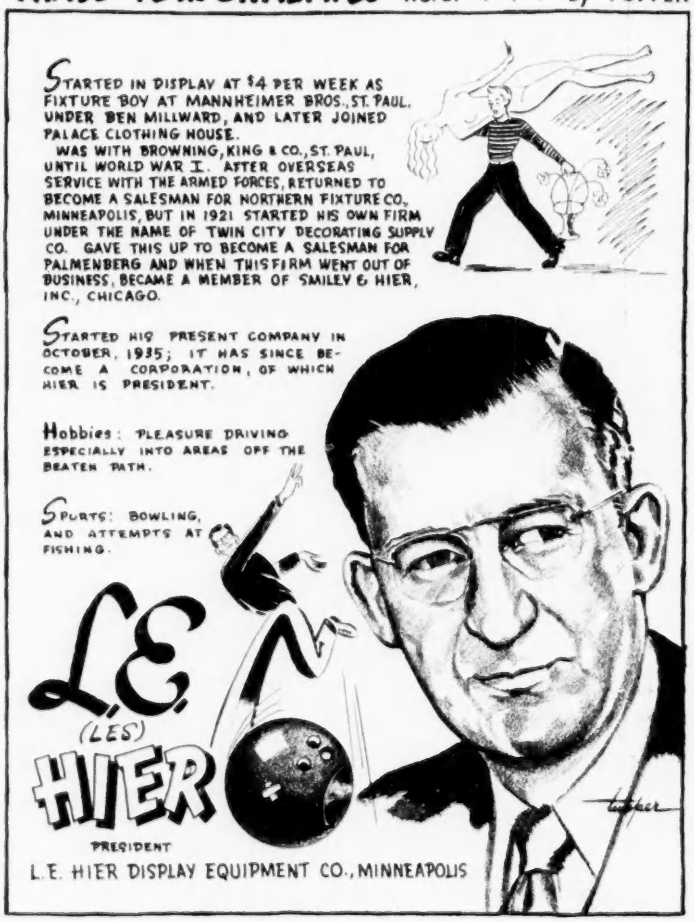
### Arkow-Lewis Announces Sales Set-Up

Arkow-Lewis Associates, 705 Arch street, Philadelphia, has announced the firm's complete sales organization for 1950. Stanley T. Diesenhof will cover the states of New York, New Jeresy, Pennsylvania and Ohio. H. E. Graves will represent the company in New England. Louis E. Katz will cover the South and Southeastern states. John Ligon is handling the Southwest and Nebraska, Iowa, Kansas and Colorado. Harry H. Harding continues as West Coast representative. Edward S. Arkow will continue to cover some of the key Atlantic states and key cities of the mid-west.

### New Display Firm Seeks Resources

W. K. Gillingham has announced his entrance into the display supply field at 905 Mayflower street, Baton Rouge, La. He is interested in hearing from manufacturers wishing representation in that area.

## TRADE PERSONALITIES NO. 81 . . . by TUPPER



## ADVERTISERS WOO STORES IN DISPLAY RACE

[*Continued from page 39*]

Another Newark brewer, G. Krueger Brewing Company, concentrated its 1949 point-of-sale promotion on a build-up for the company's distinctive "K"-man trademark. The little "K"-man in the displays was found to make deeper impression than the other art in the displays. He is doing a terrific job as a sales maker as well as brand-name reminder.

Lamont, Corliss Company, New York City, upped Nestle's semi-sweet chocolate sales tremendously all over the country with a novel floor stand "jumble basket" advertising the famed chocolate bits for use in making the popular "Toll House" cookies. The floor stand was only one of many Lamont, Corliss point-of-sale display aces in 1949. Contests with valuable prizes for photos of Nestle's displays arranged by dealers furthered the company's advertising program at the selling point.

For years Breyer Ice Cream Company, Philadelphia, a division of National Dairy Products Company, re-ran a giant three dimension strawberry ice cream window display each spring. Sales never failed to leap with the appearance of the perennial point-of-sale promotion piece. Breyer had no logical reason to drop it, but did discard "Old Favorite" last spring, however, in favor of Breyer "Leaf Men" created by Harry Hass, art director of Einson-Freeman. Results of this display far surpassed its annual springtime strawberry ice cream predecessor. The "Leaf Men" made such a hit the ice cream company adopted them for newspaper advertising illustration, planned to use them on TV, and is considering incorporating them in package design.

Also in Philadelphia, Stephen F. Whitman & Sons, the century-old candy manufacturer, was agreeably and profitably surprised at 1949 year end results from a "still life" display showing life size in full color the many different nuts and fruits that figure in its famous "Sampler." The striking display also featured the Whitman messenger trademark. The still life was a departure from the pattern of Whitman's past point-of-sale displays, and "Sampler" sales leaped all over the country.

Toward the end of 1949 Liebmann Brewing Company, New York City, conducted its annual poll to select next year's "Miss Rheingold," as successor to lovely Pat McElroy, ravishing brunette Miss Rheingold, 1949. Some 7,000,000 votes were cast in the lithographed cardboard ballot boxes. When the votes were counted by the Horace H. Namm Company, the winner was found to be blonde, blue-eyed Pat Burrage. The Miss Rheingold contest is now some ten years old. Interest increases instead of diminishes each year; the seven million votes of 1949 far surpassed the voting a year ago. From a practical standpoint, Rheingold sales volume is now up among that of the country's leading brewers.

Probably one of the most spectacular diverting window displays of 1949 came at year's end when Schenley Distributors, Inc., New York, released its snow machine to liquor dealers all over the United States. In the full color display "snow" swirled constantly in a true blizzard pattern. Crowds gathered wherever it was shown.

Motion, light and dimension helped advertisers get themselves generous chunks of valuable window and store display space for their products last year, but many advertisers went further to insure dealer cooperation. Hoffman Beverages, for example, found that somehow dealer interest was heightened when new displays were identified by intriguing titles, a la newspaper headlines. "Hoffman Readers," for instance, was a full-color center piece showing a pair of engaging youngsters raiding the family refrigerator for Hoffman ginger ale and other flavors. The title was a dealer hit.

There were many smash hit displays in 1949 registering with constant dealer cash register success, but none had more heart throb than the 1949 version of RCA-Victor's errant angels. The 1949 angels, larger and lovelier than when first created three years ago by Harry Haas, advertised RCA-Victor records and instruments with telling success. Thousands of the smaller angels, incidentally, were star attractions at advertising club Christmas parties all over the country.

The advent of "Technicrome," the spread of light and motion and related item displays, and the increasing use of premium as a means of building sales and winning dealer promotional support in 1950 proves what Albert Hailparn, Einson-Freeman executive vice-president and sales director is saying: "The day of the unilateral display is past. This is the era of unselfish advertising aid to the dealer, the manufacturer's best bet."

CHANGING TIMES create no problems here!

VALUE, is a habit with EARL W. GASTHOFF CO.

DANVILLE, ILLINOIS

VIRGINIA ROEHL
DISPLAY NEWS SERVICE
47 West 57th Street
NEW YORK 19, N. Y.
PLAZA 3-5968

Complete photographic files

Window and Interior Display Service for Department Stores and Specialty Shops — mailed weekly

Reprints always available at moderate prices

Studio Still Lifes

Complete information and samples sent on request

## ELECTRICAL EQUIPMENT

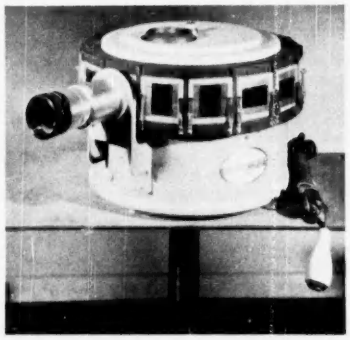
[*Continued from page 66*]

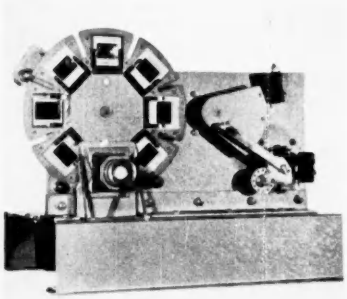
ventional two slots in each receptacle, there is an adjacent third slot. Beneath this aperture is a copper insert that is securely mounted to the multi-outlet's steel base, affording a positive grounding facility. This construction allows the use of a standard two-blade plug, or the Series 5200 three-blade grounding plug made by device manufacturers. A "Plug-In" strip installation is made by joining 6-foot standard lengths of the strip as desired.

At the lower left on the same page is a turntable marketed by Palazzo Sleeve Form Mfg. Company, 541 Sixth avenue, New York City. Of all-steel construction, it is precision made and has a crackle finish. Two sizes are available, one carrying up to 15 pounds and the other up to 100 pounds.

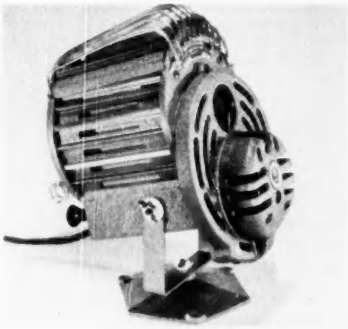
A miniature of the familiar news signs seen in many cities is the "Flash-O-Graph", at the lower right on page 66. Produced by Flash-O-Graph Sales Company, Inc., 383 Madison avenue, New York City, the metal container houses a tape that moves constantly in front of light to spell out the message.

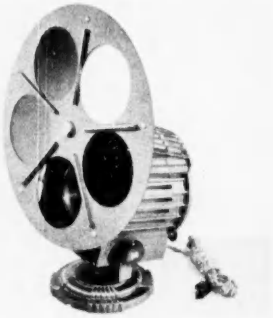
Among the more than 100 controlled animation effects made possible for standard electrical display equipment by the "Switch-O-Matic" of Bart Mfg. Company, Inc., 45 East 30th street, New York City, are on and off effects for lighting fixtures, color blend-

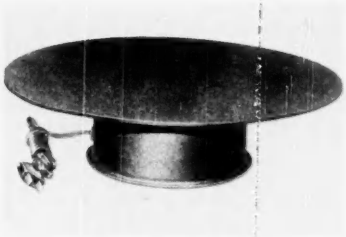




—Upper left, by Bart Mfg. Company, New York City. . . . Upper right, by Neon Displays Mfg. Company, Centerville, Ohio. . . . Upper center, by Spindler & Sauppe, Los Angeles. . . . Lower center, by Gale Dorothea Mechanisms, Jackson Heights, N. Y. . . . Immediately below, by GoldE Mfg. Company, Chicago—







—Above, by New York Gear Works, Richmond Hill, N. Y. . . . Below, by Adlez Mfg. Company, New York City—

ing, sequence highlighting, flood-banking, stop and start movement of turntables and other motor-driven units, for intermittent action with any desired degree of turning and stopping period, and coordination of light and motion units for controlled animation effects and patterns. Operation is on 110-120 volt AC.

Interchangeable neon letters make possible a wide variety of sign uses with the low cost "Nuon Sales Displayer" of Neon Displays Mfg. Company, Inc., Centerville Station Road, Centerville, Ohio. The ease with which letter changes are made is demonstrated by the pretty girl in the accompanying photograph.

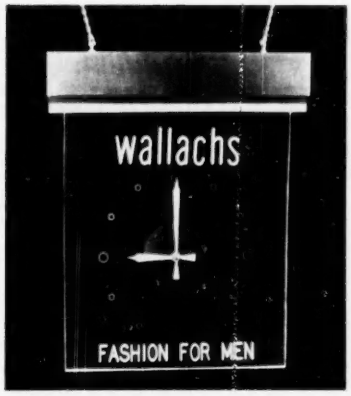
An automatic slide changing unit is provided with the "Selectroslide Jr." 500-watt projector produced by Spindler & Sauppe, 2201 Beverly boulevard, Los Angles, as illustrated in the next photograph. The capacity is 16 slides, easily interchangeable.

The "Display King" is the name of the automatic slide projector made by Gale Dorothea Mechanisms, 37-61 85th street, Jackson Heights, Long Island, N. Y. Utilizing a coupled dimmer, this projector automatically fades one picture out, then fades the next one in. Each slide is synchronized to change at a momentary point of complete darkness. The unit is also designed for positive synchronization with lights, sound, or mechanical actions. Basic variations number up to 128 in order to meet every display need.

Pictured at the lower left on the same page is the "Rotochrome" spotlight of GoldE Mfg. Company, 1214 West Madison street, Chicago. Six continuous color changes are provided. Action is completely automatic and the internally-mounted color wheel is fully enclosed. Lamp changes are made from the top without removing the wheel and the size of the light beam is readily adjustable from a powerful, concentrated spot to a smooth flood.

A GoldE spotlight equipped with hand-operated color wheel is seen at the right in the same illustration. Five gelatine apertures are provided.

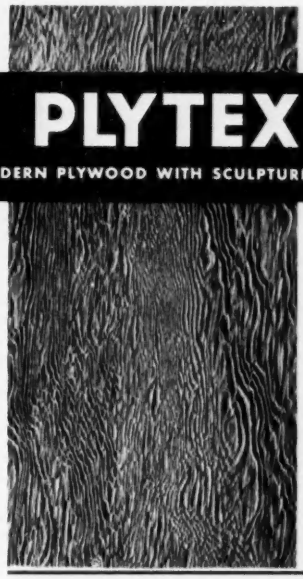
The turntable pictured at the top of page 91 is the "Sales Booster" of New York Gear Works, 130 91st avenue, Richmond Hill, N. Y. The recommended load is 25 pounds and there are two revolutions per minute. No oiling is necessary. The unit is self-starting and operates on 110-120 volts AC.



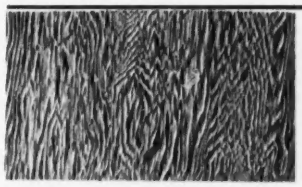


# PLYTEX

THE MODERN PLYWOOD WITH SCULPTURED BEAUTY



*for* **YOUR MOST UNIQUE DISPLAYS**



Get added sales power and punch with new PLYTEX . . . the plywood of sculptured beauty. Whether for window or interior store display, PLYTEX provides a stunning setting for your best merchandise.

**PLYTEX FEATURES . . .**

PLYTEX is inexpensive . . . PLYTEX comes in easy to handle ¼" 4' x 8' panels . . . PLYTEX can be painted, stained, varnished or waxed to give true three dimension beauty . . . PLYTEX is versatile, it can be used vertically or diagonally or in herringbone, stripe, diamond or checkerboard patterns.

***Send today for your FREE samples, finishing suggestions and prices.***

**PLYTEX CORPORATION**

**Chicago Office**
1440 Willow Street
ARmitage 6-7100

**Cleveland Office**
12557 Berea Road
ACademy 8800



**Use the Original, Quality**

**SLEEVE FORMS SHIRT DICKIES**

**Also Detachable Ties**

Top quality — made entirely of virgin material — but at no extra cost.

**THERE ARE NONE AS GOOD**

**S. BENDER**

The Originator—Established Over Thirty Years
**215 West 40th St., New York City 18**

## SIX LEADING FACTORS FORECAST 1950

[*Continued from page 65*]

to know it coincided more or less with the birth of this century. From humble establishments such as dry goods emporiums, notion stores, and such this era has witnessed the great development of giant department stores, each with three to five thousand employees and catering to the complete needs of every member of the family, from the cradle to the grave. It was natural, therefore, to create window displays which would serve as the eyes of the store—and these have become more and more dramatic each year until just recently it was necessary for one of the larger stores in New York to provide special guards to keep the crowds in line as they filed past the windows which were depicting in a very dramatic way the "Lights of Christmas."

What a far cry from the by-gone era of wax dummies who might have come from Eden Musee and the "window trimmer" who placed his merchandise on designated spots week after week to the display director-showman of today who sits in on the store planning meetings and generally is conversant with every angle of modern merchandising.

And now, where do we go from here? Television surely has a great untapped potential and today many display directors are studying this new phase of merchandising. Store interiors are being utilized more and more for presenting merchandise and this phase of display should provide a fertile source for new ideas.

What a glorious era lies ahead! Let's face it with confidence and courage.

—O—

Trowbridge H. Stanley, president, L. A. Darling Company, Bronson, Mich.:

It is quite an assignment to be asked to predict just what faces the display industry in 1950.

I will, however, state that 1949 was not considered to be too good a year in the display field, yet it turned out to be much better than everyone expected.

All economic barometers for 1950 that we can read, including projected plans for new store openings for many of our large accounts, indicate a year ahead, if not comparable to 1949, not too far away. There still appears to be a highly unsatisfied demand for many types of merchandise with a good level of production at high wages to purchase it.

Through the combined efforts of many in the display field in the past ten years, our medium of retail selling has taken on a greater significance with astute retailers, and I firmly believe that more thought is being given in the top management brackets, to see that display receives a more equitable share of the promotional dollar.

I believe that if the industry will produce functional display props that will sell merchandise for retailers and keep our thinking and our promotion on a high plane, that we will receive an increasing share of the sales promotional dollar.

—O—

W. L. Stensgaard, president, W. L. Stensgaard and Associates, Inc., Chicago:

The year 1950 will be the first since the war that the nation will experience overall, aggressive selling. The necessity is here because our production demands a greater purchase of goods for which America has the facilities to produce. It means man hours and employment and for the first time America depends more on selling than any other factor, such as banking, invention, manufacturing, distribution . . . for 1950 it is selling and more selling.

We will witness for the first time aggressive selling methods in such industries as the automobile, electrical appliances, television, apparel of all types, textiles, liquors, home furnishings and homes. Automobile showrooms and appliance showrooms will come into their own with more attractive and magnificent displays. House to house selling methods will be more aggressive. Rural selling by well equipped trucks and trailers will begin and in general there will be keener competition for the consumer's dollar.

Retail stores will do more about improving selling techniques and methods in display windows to attract more attention, accomplish greater readership, stop more people and have more traceable results from window display. Stores will find that newspaper advertising can do a job with price promotions and windows can do a selling job with regular merchandise at regular prices and regular mark-up. Thus the two selling methods can be coordinated but each can do the job for which it is best equipped and avoid duplication in efforts and costs, and produce and allow display to attract, build character for the store, and produce greater volume, which is more traceable on its own.

Departmental displays will pay more attention to improved visibility of merchandise, better inventory controls, less out of stock of "best sellers," and proper methods to promote and sell more kinds and types of goods for which specialty stores are doing a better job than department stores. In the large stores there are distinctly two kinds of display. First, the traffic or window display, which needs showmanship designed to arrest attention and sell goods and fashion at regular mark-up and regular prices. The other is the interior or departmental job designed to avoid out of stock problems, to make it easy for the customer to shop, and to have the efficiency that will assist in reducing the cost per transaction.

The display manager who can assist retail store management to accomplish all of this will find his job more important, more remunerative, more appreciated than ever before. The display manager must also win every section of his budget with facts and figures just as anyone else in the business gets an allocation of money to work with. This is no longer the time to sit back and take merely what is left, but 1950 is the time to win the money that is necessary with which to have the right personnel and the right equipment and properties with which to do the most efficient job. Such a job is always an investment rather than an expense and always pays dividends rather than doing a marginal or loss job.

The beginning of the display profession's greatest opportunity is in 1950.

## NADI To Continue Display Research

The semi-annual meeting of the National Association of Display Industries was held at the Hotel New Yorker, New York, December 10, immediately prior to the opening of Spring Market Week. The attendance was excellent and reports were made by the various officers and committees. Highlight of the meeting was the report of the research committee by Chairman Albert Bliss, and the report of the research program and results by Prof. Howard Cowee. Cowee's report is reprinted in this issue.

It was definitely decided to publish the report of this year's research in book form and the members present subscribed to a sufficient number of copies to defray the expense of publication. The nature of the research to be done in 1950 will be decided at the June meeting.

John F. Bowman, managing director, reported that the affairs of the association were in excellent condition and that two new members were elected and eight applications are now pending. The two new members are Gardner Displays, Pittsburgh, and Decorative Displays, Maspeth, L. I., N. Y.

In order to eliminate collection problems in connection with market weeks it was decided that all exhibit space must be paid for in full at least 30 days prior to the opening date of the shows, otherwise the deposit will be forfeited.

The following were appointed members of the nominating committee for the regular election to be held at the annual meeting in June: Ralph W. Adler, George Silvestri, Warren Gallagher, Charles Waldman and C. Barrango.

The association's advertising program will be continued as heretofore, the question of any change in the set-up being postponed for action at the June meeting.

President L. J. Charrot presided over the meeting in his usual capable manner, in the course of which he asked for a moment of silent prayer in memory of the death of a charter and beloved member of the association, Karl Roth, formerly sales manager for Gardner Displays.

In a general discussion of the business situation as it concerns display it was the concensus of opinion that display definitely had got back to normal after the hectic war and post-war years, but that where sound selling methods are used, backed up with quality products, sales volume has been maintained to nearly peak levels. All felt that the industry is entering the new year on a sounder basis, having made the readjustments required by the new economic situation.

Dates for the June Market Week were set tentatively, pending further consultation with the hotel staff, for June 25-29 at the Hotel New Yorker, New York City.

## Cook & Meier Adds Bob Lee To Staff

Bob Lee has joined the sales staff of Cook & Meier, Inc., 159 North Michigan avenue, Chicago. He will cover Ohio, Kentucky, Tennessee, and the Southeastern territory. Lee was for several years a salesman for General Display Corporation, Cincinnati.

### Elaborate Catalogue Issued By Bulkley, Dunton

A handsome 24-page catalogue, complete with swatches of actual designs, has been released by Bulkley, Dunton & Co., 295 Madison avenue, New York City 17, to show the firm's line of display and gift wrap papers. Products included range from seamless papers in various colors, weights and dimensions through showcard board, woodgrains, leatherettes, and velours.

### Composition Display Boards Have Numerous Features

Dojama Eastern Corporation, Gordonsville, Va., has introduced to the display field "Dojama" composition display boards assembled and fabricated from tongue and groove channels extrusion molded from "Styron" plastic. Each channel holds one line of character plates which are approximately 1 inch square and upon which are silk screened the various characters, numerals, or symbols needed to form the message. Boards are stocked up to 48 inches long, in red, black or white. Other colors and lengths greater than 48 inches are available on special order. Characters are produced in two styles of type, fine or bold, in over 30 color combinations.

### Malros Introduces Golden Eggs

An unusual addition to the Malros Company's products is that of gold eggs for the Easter season, to supplement its line of eggs in a wide variety of colors. Under the name of "Colo-Cal", Malros markets colored sands and crystals, and uses the name "Colo-Mica" for its colored mica flakes. Other products are hand-blown glass bubbles, confetti, artificial snow, colored cork and other cork items, and natural marble chips. Malros is located at Box 289, Dover, N. J.

### Sample Swatch Catalogue For Capital Merchandising

Capital Merchandising Company, 363 Thatford avenue, Brooklyn 12, has produced a swatch catalogue of the firm's line showing by actual samples a great variety of products. Included are "Lawn Cloth", heavily embossed foils in different colors, "Sparkledrape", "Flufftex" with a flocked, foam-rubber texture, and a number of decorative papers.

### Son Of Display Factor Becomes Engaged

Robert Donald Maharam, son of Max Maharam, Maharam Fabric Corporation, New York City, became engaged on December 18 to Jane Barbara Lowy. A date for the wedding has not been set at this time.

### Barrett Promoted By New Jersey Store

Succeeding Walter Morgenweck, resigned, Henry F. Barrett has been named display manager for R. J. Goerke Company, Elizabeth, N. J. He has been with the store for nearly three years, serving as first assistant.


**NEW LOW PRICES ON QUALITY**

**MALINES**

Firm crisp finish — Correct colors

WHITE, PINK, LT. BLUE, ORCHID, YELLOW, NILE, AQUAMARINE, CERISE, CHARTREUSE, PEACH

| 6 inch | 18 inch | 24 inch | 72 inch |
|---|---|---|---|
| 3¼c | 7¼c | 9¼c | 23½c |

LACE DISPLAY RIBBONS — Crisp firm finish, 4½ to 5 inches wide — in same colors as maline from 2¾ to 4c per yard.

**MORTIMER B. MANDLE**

357 4TH AVENUE NEW YORK 10, N. Y.



***New Catalog Now Ready!***

SPRING and VALENTINE LINES

Drop Us a Line to Order Your Copy Today

**ANKERUM MFG. CO.**

S. E. COR 19TH & ARCH STREETS PHILADELPHIA 3, PA.



**DISPLAY SALESMAN**

wanted for old established firm. One accustomed to earning $10,000.00 or more annually. Commission basis. Excellent opportunity for right man. Midwest territory. Write full particulars, giving background.

**Address BOX SX**

Care DISPLAY WORLD


### Sutcliff Takes Over At Lindner-Davis

Replacing George Bowditch, who resigned recently to join C. C. Anderson Stores Company, Boise, Idaho, as display manager, Andrew Sutcliff has become display director for the Lindner-Davis Company and Sterling & Welch Company, Cleveland. He had been with James McCreery & Co., New York City.

### Mary Lewis Joins Greneker Corporation

The Greneker Corporation, 715 Fifth avenue, New York City, has added Mary Lewis to its promotional staff.


**REDIKUT LETTERS**

***Die Cut Cardboard Letters***

Popular sizes, styles and colors. Write for your samples and prices. *Ask your Dealer.*

***THE REDIKUT LETTER CO.***

2902 W. 76th St. Los Angeles 43, Calif.



YOUR AIR BRUSH PROBLEM... *is our business*

WOLD SEND FOR FREE CATALOG

**WOLD AIR BRUSH MFG CO**

2173 N. CALIFORNIA AVE. CHICAGO 47, ILL.

*Spring & Easter*

**POT STAND**

This handsome, popular stand is 36¼" tall, and has three 4" Easy-Gro pots. White stands come with white, red, blue, green, or yellow pots; Swedish Iron and Verde Green Antique have pots to match. Packed 4 to carton.

Carton of four, price, foliage not included **$30.00**

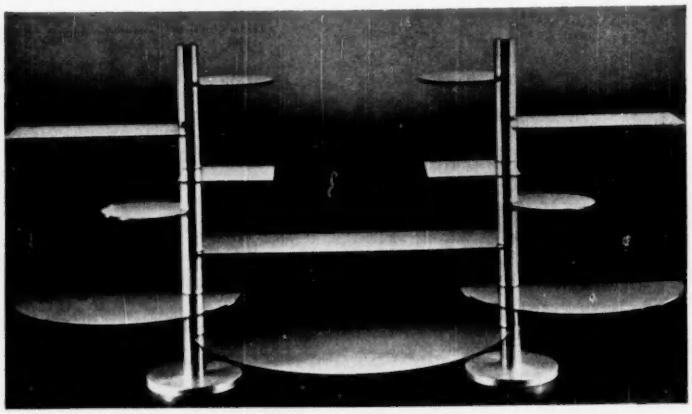
SEE YOUR JOBBER
OR WRITE TO

**HARRY C. COHEN**
5219 CENTRE AVE., PITTSBURGH 6, PA.

**A Sensational NEW POINT-OF-SALE DISPLAYER**
*within the reach of even the smallest merchant!*

The NEW NUON SALES DISPLAYER is now sweeping the country. Thousands of department stores, super markets, groceries, drug stores and many other merchants are discovering this great new way to increase sales. The extreme simplicity, low cost, interchangeable Neon letters, many uses (on counters, in windows, hung from ceilings, etc.) has made the Nuon Sales Displayer a great boon to thousands of merchants. It's the answer to *your* display problem. For full information, write . . .

**neon displays**
TRADE MARK
MANUFACTURING CO., Inc.
Centerville Station Road, Centerville, Ohio



## FIXTURES AND DISPLAYERS

[*Continued from page 61*]

small, 4 inches in diameter, with a 2-inch hole.

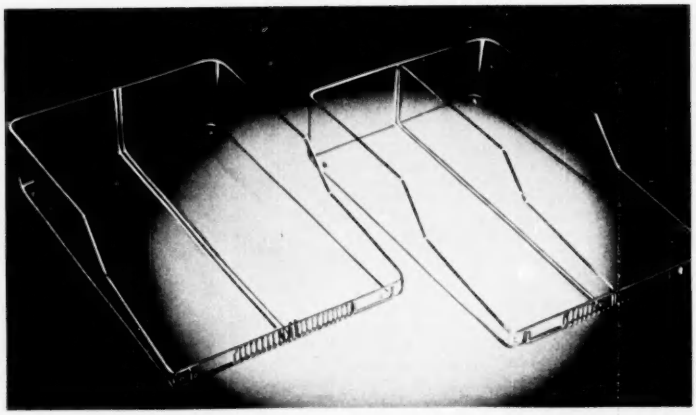
The fleur-de-lis displayer is from Samuel C. Dutch & Son of Florida, 928 Biscayne boulevard, Miami, and can be had in either white or desired colors. The unit stands 7 feet in height and the other dimensions are 56 inches by 28 inches. The top shelf has a diameter of 12 inches, while the bottom shelf is 16 by 18 inches. Easter lilies make up the bouquet, and the cluster is 45 inches by 24 inches in size. The displayer can be used for draping, accessories, as an ornamental piece, etc.

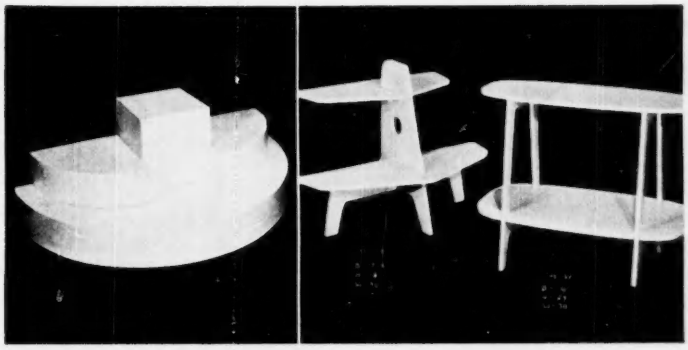
In the next photograph we see some of the displayers produced by Minic Display, 503 East 72nd street, New York City. The upper group is called the company's "step-up displayers", and is built of plywood in left and right units—finished in a solid lacquer color or grained wood effect. Width, 7-¾ inches; length, 18 inches; height, 7-¼ inches. The lower portion of the same photograph shows Minic's "stage set displayer". This is built of plywood with four separate steps and two step-up end sections and is finished in a solid lacquer color or grained wood effect. The depth is 18 inches, width 42 inches, and the height is 7-¼ inches. As will be noticed, these units are extremely versatile and permit the formation of a great variety of display treatments.

L. A. Darling Company, Bronson, Mich., describes the garment rack seen in the final illustration on page 61 as follows: "This is an innovation in the garment rack field. This new 'Trimline' series of racks features a wood insert in the base which lends a custom furniture look to the racks and in turn increases the fashion atmosphere of ready-to-wear departments. This new line of racks is available in slack, skirt, blouse, single bar, double bar, round end racks, and single and double bar costumers."

An unusually versatile displayer is next pictured, made by Polywog, Inc., 134 East 57th street, New York City. The "Polywog" is a unit which can be quickly and easily rearranged to suit the needs of a wide variety of display requirements. It consists of individual, precision-fit sections which fit into and turn around one another. Each section has an especially designed groove which receives a glass shelf and holds it solidly with an inside locking device. No screws or bolts are needed. The device is made of aluminum alloy in non-tarnishing

—Above, by Polywog, Inc., New York City. . . .
Below, by Red Wing Products, Bellerose, N.Y.—





—Upper left, by Nina Displays, New York City. . . . Upper right, by Minic Display, New York City. . . . Lower left, by Mack's, St. Louis . . . Lower right, by Arrow Decorating & Fixture Company, Philadelphia—

metallic colors. Not only can the height of the displayer be varied at will, but through the use of larger connecting glass shelves two or more "Polywog" units may be linked together to form larger displays.

Available with or without a center separator is the shelf tray by Red Wing Products, Bellerose, N. Y. Made of plastic, the trays have built-in price holders. Constructed flush on all sides, they can be stacked one on top of the other if desired. A full felt-padded bottom prevents scratching. The trays come in a number of colors —such as chocolate brown, French yellow, and orchid—or in naturally clear plastic.

Capable of many uses is the platform unit shown next, made by Nina Displays, 570 Grand street, New York City. It can be had in various finishes, as desired.

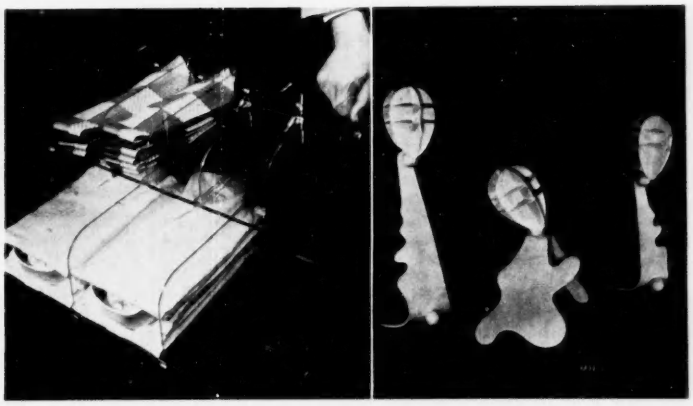
Minic Display, New York City, describes the unusual displayer at the left in the next photograph as a "Wing Stand". It is built of plywood in four interlocking sections for easy assembly and compact storage, and is finished in a solid lacquer color. The dimensions are: Depth, 17½ inches; width, 30 inches; height, 18 inches. A double-shelf displayer is seen in the same illustration, this also being constructed of plywood in four interlocking sections for quick assembly and convenient storage. The same finish as mentioned for the other unit applies here as well. Dimensions: Width, 16 inches; length, 30 inches; height, 24 inches.

A plastic shelf divider by Mack's, 315 Olive street, St. Louis, is seen at the lower left. This is a very practical item, fabricated from ⅛-inch clear sheet plastic with a chrome-plated wire spring arrangement on the rear end so as to hold the divider firmly in place. It is, of course, designed to fasten on to present glass shelves in showcases or wall sections, and can be spaced to fit the particular merchandise displayed. Standard sizes range from 3 by 10 inches to 4 by 14 inches, and special sizes can be furnished on request.

Concluding this article is a group of abstract head displayers, made of wood, by Arrow Decorating & Fixture Company, Philadelphia.

## Display Firm Changes To Everetts-Soper

James H. Everetts and Ralph W. Soper have acquired the interest of A. Frederiksen in the firm of Everetts, Frederiksen-Soper Company, Inc., and have changed the style of the company to Everetts-Soper Company, Inc. Everetts is president, Soper is secretary-treasurer, and C. B. Hooton Jr. is vice-president. The company is located at 1621 Main street, Kansas City 8.




ingenuity for sale

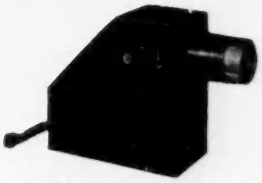
ART BROWN

the department store of art materials

products for the display shop

We do more than sell display materials at Arthur Brown & Bro. We sell the makings of display ideas that give you a chance to use your own ingenuity; to adapt professional display essentials to your own unique display needs! Here are two ingenious display helps that will arouse plenty of interest.

MODEL O OPAQUE PROJECTOR



*Project a life-like screen image that's 4 ft. square or larger, and make precise, true-to-life sketches!*

**If you need a large sketch in a hurry, you've only to place the Model O over the object in question — whether it's a photo or the actual item — and you'll get a larger-than-life image from which you can make an accurate sketch!**

Projects an area 5" x 5" at one time, or larger area a section at a time.

**Complete with lamp and 8 ft. cord plug..... $29.50**

**LARGE PROJECTORS TOO!** Send for descriptive folder showing entire line of opaque projectors.

MITTENS DISPLAY LETTERS

COPYRIGHT 1949 MITTEN'S DISPLAY LETTERS

These 3-dimensional letters are ready to use at once! They're inexpensive, they come in beautiful modern types, they're quick to handle!

**Note to ingenious display men:** Mittens letters are as bright as neon when you gild them, or highlight them with shiny bead fragments!

*Send for folder showing complete listing of Mittens display letters.*

*Visit America's Largest Art Supply Center*

ART BROWN

the department store of art materials

**Arthur Brown & Bro., inc.**

2 W. 46th St., N. Y. 19, N. Y.

CO 5-7100—Open Thurs. til 9 p.m.

## . . . ever hear a Display TALKING?

Any display is easily converted into a talking display — just by installing the MAGNEMATIC* Recorder. The MAGNEMATIC* is not merely a high quality recording-playback instrument. It is a means of adding *Automatic Sound* to your finest window and counter displays and industrial exhibits in such unusual fashion as to be truly exciting.

Imagine approaching a display, and as you extend your hand to pick up a piece of literature or any other preselected item, a hidden loudspeaker delivers a sales message, and then stops. The message is again repeated the next time a hand is extended towards the display. This entire process is *automatic* with no attention whatever required. (The recorder is set in operation by body capacity.)

Or flick a switch on the recorder, and it will automatically and endlessly repeat any recorded message, from one second to one hour in duration . . . until the recorder is shut off . . . thereby providing a continuous background of music and commercials. Your own creative ability will suggest other interesting uses of the MAGNEMATIC* in adding sound to your displays. The recorder also furnishes a pulse to trip slides on an automatic slide projector.

Tests have shown that a talking display will sell any product faster and easier. Send today for literature and prices.

*Trade Mark Registered

**AMPLIFIER CORP. OF AMERICA**
**396-49 BROADWAY, NEW YORK 13, N. Y.**



*newer, brighter*

# TWINKLE-LITES

*The Sure Key To*

## DAZZLING DISPLAYS

**You must order now to have these popular lights for Xmas Displays**

- *Surprisingly low-priced!*
- Multiple hook-up, with or without transformer.
- Series hook-up.
- Custom built to your specifications.
- For indoor or outdoor use.
- Complete with bulbs installed, boxed individually or bulk packed.
- All merchandise approved and guaranteed.

Jobber Inquiries Invited

**NOEL**
*Manufacturing Co. Inc.* Dept. 11
**136-138 EAST 122nd STREET, NEW YORK 35, N. Y.**

**"COMPLETE ENGINEERING AND MFG. SERVICE FOR ELECTRIFYING DISPLAYS."**



Display Genius at Work

Hot off the press!
The newest in Racks
Send today for
Williams folder DW/73R

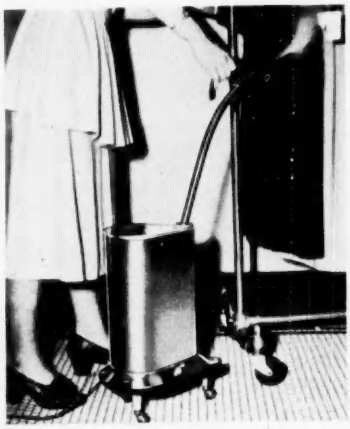
D. G. Williams Inc.
Dot Williams, president
496 Seventh Avenue, New York 18



**NETTING, MALINES, MESHES**
of Cotton, Rayon, Silk and Metallics
for the DISPLAY TRADE
SPRING 1950 LINE NOW READY
**GRAND NOVELTY ASSOCIATES**
31 E. 27th St. New York City 16



USE THE
**OPPORTUNITY EXCHANGE**
For any WANT AD purpose:
POSITION WANTED POSITION VACANT
USED DISPLAY EQUIPMENT FOR SALE
REPRESENTATIVES WANTED
$3.00 Per Column Inch — CASH WITH ORDER

## DISPLAY SPECIALTIES

[*Continued from page 86*]

Thirty new styles in "Uni-Fit" wigs by Emil Corsillo, Inc., 1343 North LaBrea avenue, Hollywood, have been announced. One of them is pictured here.

An "in-the-forest" atmosphere is created in this flower store with the accentuated natural grain of "Plytex", a wire-brushed plywood which has all the advantages of this material in bending and curving around corners for a streamlined effect. It is a product of Plytex Corporation, 1440 Willow street, Chicago.

Next illustrated is the "Trojan" tacker of E. H. Hotchkiss Company, Norwalk, Conn. Built for abuse, it is operated with one hand and drives strong steel staples as fast as the hand can squeeze. It is easily loaded and equipped with a dust-free staple slide.

The interchangeable "Metalcraft" numerals pictured are by Combination Products Company, 64 West 23rd street, New York

—Above, by Osborn Brothers, Chicago. . . . Below, by Plastic Fabricators Company, San Francisco—

City, and are made in four different heights —¼-, ⅜-, ½-, and 1-inch. They come in satin "Silvertone", jet black, and bright polished chrome. The numerals automatically adjust themselves into space position in the base or track, regardless of the combination of numerals used.

To help give displayed apparel the best possible appearance, Osborn Brothers, 223 Jackson boulevard, Chicago, has introduced an apparel steamer that is portable, foot-operated, and produces steam in 30 seconds. A tube attachment with a ball and socket joint directs the steam, leaving the hands free to adjust the garments. A safety light window shows the water level and tells when the machine is on or off. Operates on either AC or DC current.

The "Weasel Easel" is by Plastic Fabricators Company, 440 Sansome street, San Francisco, and is made of strong, transparent plastic—flexible enough to fold flat if necessary. Junior size is 1 by 1⅛ inches, holding a card up to 4 inches high; senior size is 3 by 4 inches, holding cards up to 14 inches in height. Other sizes can be made on order.

## CHICAGO'S DISPLAYS

[*Continued from page 59*]

man featured intimate apparel in all white settings as "Something soft and lovely." The Christmas offering captured the spirit of the season without benefit of glitter, tinsel, or Christmas baubles. Props were tall manzanita trees sprayed with plastic to form a garden of bewitching beauty. Filmy lingerie was attached to the trees as if it had drifted there in some mysterious manner. Against ice-blue walls and diamond dusted clouds washed with blue and green lighting, the panorama was outstanding because of its imaginative and unexpected decor. During the holiday shopping period the backgrounds were left intact but white was the dominating influence that created a distinctive arrangement in sharp contrast to the customary high colors of the gay season.

At Joseph's Salon Shoes, 544 North Michigan avenue, the entire facade, which is comprised of two windows, was allotted to shoes, handbags, and small items in a formal setting. Grouped around and in light and lacy functional displayers of white wood mounted on gold wire lacework, the small items were effectively arranged so that the visible interior of the store did not divert the shopper's attention. The area is confined by an especially designed sofa installed for customers' comfort. With ceiling spots of intense color which Display Manager Gordon Keerns invariably employs for drama, it is possible to fuse the low partition into the chosen decor and confine the space as a separate and distinct unit. Auxiliary lighting is supplied by interior lamps and chandeliers. The window on the opposite side of the entrance is partially enclosed but it is treated to coincide with the principal display.

Goldblatt Brothers dedicated one window to a "Dramatic Entrance into a Brilliant Season." The display of three all-white evening gowns obtained its drama from a cyclorama of fluorescent orifiame drapery and an antiqued, mirrored, gilt screen.


**COOK AND MEIER, INC.**

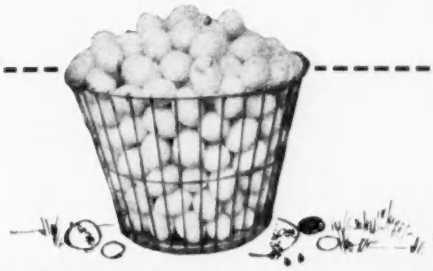
159-171 N. Michigan Ave. Chicago 1, Ill.

**• nifty for fifty**

A masterful line of distinctive display props and foliages fashioned in keeping with the turn of the century.

Mr. Bob Lee has been appointed your representative to cover Ohio, Kentucky, Tennessee and the South Eastern Territory.

*83 more days to Easter*



*Order now for Spring Display*

PASTEL EASTER EGGS

**GOLD EGGS**—3 doz.—$10.00
6 doz.—$18.00

*Made of glass in natural size, they look just like the real thing. Packed one gross to the carton in the following colors:*

YELLOW · VIOLET · SPRING GREEN · ROBIN BLUE · PINK · WHITE

*In even grosses at $20.00*

*Contact your jobber or order direct:*

MALROS COMPANY

"THE HOUSE OF COLORS"

BOX 289 DOVER, N. J.

DINGLEMAN PRODUCTS

509 West 56th Street
New York 19, N. Y.
Tel.: Cl. 5-5447

A Division of Feder Industries

SOMETHING NEW!

Nets and Ninons processed with glowing pastel colorings for light and airy trims.

Patterns of bamboo, brick, dogwood flowers and many other prints. Quick and easy background covering.

See your local jobber

ORDER NOW!
At a New Low Price
COLORFUL EASTER EGGS
$16.50 gross

Choice of Yellow, Pink, Blue, Green, Red, Orchid, Magenta. Colors may be assorted.

You'll want several gross at this price . . . they are so attractive for all Spring and Easter displays. They are the size of large eggs . . . (and so realistic, too) . . . 2½ inches from tip to tip. Made of heavy, sturdy glass . . . will last for years. Superior, colorful spray paint finish.

RADIANT GLASS FIBERS CO.
11 W. 29th Street,
New York City 1, N.Y.

# Visual Merchandising Research Series, No. 2

By HOWARD M. COWEE*
New York University School of Retailing, New York City

I HAVE been responsible for the expenditure of fifteen thousand of your dollars that you chose to invest in research through the New York university School of Retailing. Five thousand was invested in the year 1948, and $10,000 was invested in the year 1949. This is a brief resume of what has been done:

In 1948 a pilot study was undertaken. The objectives of this pilot study in visual merchandising were, first, to develop methods of learning facts about display that could be classified and organized for comparison and analysis; second, to disseminate the information that would be immediately useful in making display an increasingly more productive force in the distribution of goods and services; and third, to determine areas that merit detailed future investigation in the continuing study of display.

In December of 1948 you heard the report of the National Association of Display Industries' first venture in visual merchandising research. The reception was enthusiastic. A capacity audience heard the report during your December Market Week last year. The same report was presented in January, 1949, to the Visual Merchandising Group of the National Retail Dry Goods Association during its national convention. The press was sufficiently interested in your pioneering research endeavor to give it over 6,000 lines of publicity.

The 1948 pilot study probed three broad areas, namely, the circulation, the readership, and the techniques of display.

The basis, the methods, and the results of this work were crystallized in a formal report that was published in June 1949 as "NADI Visual Merchandising Research Series Report Number One".

Meanwhile, plans for the employment of the 1949 research grant were made. The plans were submitted to the association's research committee and were approved by that group. In general, the plans called for the major emphasis to be placed on analysis of the circulation and the attraction—or readership—of window display, plus some further research in the methods of handling interior display.

With respect to window display, it was decided to make the study nation-wide in an effort to provide the foundation for an index of display readership.

Such an index was deemed desirable because unlike radio, with its Hooper rating, and unlike magazines and newspapers with their continuing audience and readership studies—as well as other devices used to bolster sales results—display lacks a general guide to audience appeal.

Accordingly, it was decided to base the research on an analysis of one well-located store in the city of each of the 12 Federal Reserve Districts throughout the country.

This selection provided a population base in excess of seventeen million people, covering the cities of Boston, New York City, Philadelphia, Cleveland, Richmond, Atlanta, Chicago, St. Louis, Minneapolis, Kansas City, Dallas, and San Francisco.

The traffic circulating in the general business district is characteristic of the composition of the market served by that business district. The selection of one well-located store provided the basis for a significant sample of the typical behavior of the people of each community with respect to the stores and the displays that were analyzed.

Each cooperating store was asked to provide a minimum of four window displays that would feature, for a period of one week, merchandise that was unadvertised in any other publicity medium. Each store was further asked to provide us with sales information covering the displayed merchandise for a period of one week before the traffic analysis, for the week during the traffic analysis, and for the week after the analysis.

Apart from these requests, no attempt was made to influence the displays. Therefore the displays were typical of each store's policy, merchandise planning, display scheduling, and presentation. In fact, our policy was so completely "hands-off" that the New York university research supervisors arrived in each city to analyze the traffic without knowing what the windows would look like and, frequently, without advance knowledge of what merchandise was to be shown.

The School of Retailing research supervisors—Miss Jean Erwin, Mr. Darrell Landrum, Professor James Firth of Washington university, and myself—worked with locally-employed personnel secured with the aid of the cooperating stores. Approximately 75 people were employed in the field to maintain the traffic counts by passer, looker, and stopper classifications.

The first study started in Richmond, the fifth Federal Reserve city, on August 23rd at Miller & Rhoads and continued at:

Rich's, Atlanta.
Sanger Brothers, Dallas.
Donaldson's, Minneapolis.
Wanamaker's Philadelphia.
Mandel Brothers, Chicago.
Jordan-Marsh Company, Boston.
Halle Brothers, Cleveland.

*Preliminary report before the National Association of Display Industries, New York City.

Ralphael Weill & Co. (The White House), San Francisco.
Emery-Bird, Thayer, Kansas City.
Famous-Barr Company, St. Louis.

The field work in St. Louis was completed in the latter part of November and the work in New York City still remains to be done. Therefore, the results to be given in this brief resume today are necessarily incomplete. More time is needed to classify and to analyze the data. The full-dress report will very likely be presented during your Market Week in June.

As soon as possible following the completion of the traffic tabulation in each city, a confidential report was sent to each cooperating store. The visual merchandising director received four copies of the report for his store for his own use and for use by other executives of the store. A letter of appreciation was sent by Mr. Albert Bliss, your research committee chairman, to the visual merchandising director. Dr. Edwards, dean of the School of Retailing, sent a letter of appreciation on behalf of the school and of the association to the executive head of each cooperating store. Ten of the eleven stores have received reports and letters to date. In this way, the service of your association is called directly to the attention of top management in each store.

You probably are asking yourself, "What do these individual store reports show?" Here are some of the highlights summarized for ten Federal Reserve cities. Bear in mind that St. Louis and New York City are not as yet included, and remember further that all data require additional processing.

A total of 1,083,207 people were counted in the ten cities and their behavior was classified as they were exposed to 47 window displays.

This window audience is composed of 30 per cent men and 70 per cent women. Unquestionably, window display constitutes the most highly concentrated audience of women that is available to retailers day in and day out.

The projected circulation—that is, the net opportunity circulation exposed at the point-of-sale, only during the hours that the stores were open for business—totals over 4,800,000. That is a circulation, ladies and gentlemen, at the point-of-sale.

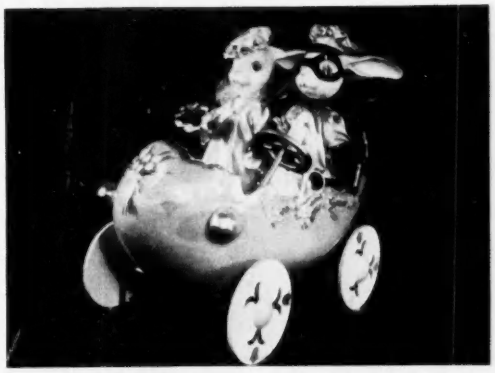
How does this vast audience look at or read displays in store windows? Circulation means nothing unless the audience that is assembled pays attention to the merchandise message.

Bear in mind that this vast display audience receives only a merchandise message in these studies. It does not assemble itself to hear the news or to be entertained. It does not assemble itself to while away a few minutes on a story or to read the stories of the day's news and human interest occurrences. It does not assemble itself to be sold as circulation. It does, however, assemble itself in the general business district to do business at the point-of-sale.

Does this audience pay attention to window displays? Is this an interested audience every day from Minnesota to Texas, from Massachusets to California—the length and breadth of the nation?

Using the median—that dividing point where half of the group analyzed falls be-


It's a GARDNER display!



The Bunny Eggmobile jounces along in highly entertaining style . . . the center of attraction in any window.

**THE BEST IN ANIMATION**

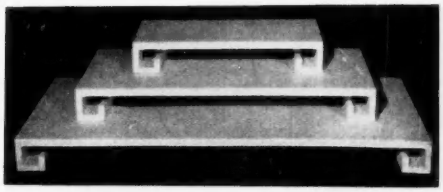
Crowds around a store window generally mean animation. Christmas time . . . Easter time . . . *any* time colorful animated displays are shopper-stoppers.

For years Gardner animated units have appeared in store windows from coast to coast, a proven drawing power.

***for further information on this or any other type animated unit write . . .***

GARDNER displays
**Retail Stores Division**
**5001 Baum Blvd., Pittsburgh 13, Pa.**

SMART DISPLAY PLATFORMS
*Finished in White*



Set of three
**$32.00**

| | |
|---|---|
| Top unit 24x12x4 | 7.00 ea. |
| Center unit 36x18x4 | 10.50 ea. |
| Lower unit 48x24x4 | 14.50 ea. |

Made of seasoned wood

QUENSELL DISPLAYS, Inc. 71-23 AUSTIN STREET FOREST HILLS, N. Y.

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IMITATIONS
but the
MULTI-FIT WIG
is still
THE FINEST

NO MEASURING • NO GUESSING • EASY to USE • ECONOMICAL

Keep ahead of yourself when planning your displays,
by keeping a new appearance on your mannequins.
Use a Multi-Fit wig and, presto
you have a better looking mannequin.

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Contact your jobber for the new 1950 wig style chart.

Jobbers wanted for
Write for FREE OFFER!
DURASHIELD *all plastic*
GARMENT RACK DIVIDERS
Divide garment racks alphabetically . . . by size . . . by delivery date!
Washable, durable, printing won't rub off! As low as 5c each.
MANUFACTURERS OF THE FAMOUS TRANSPARENT PLASTIC "WEASEL EASEL"
Write today for complete information!
PLASTIC FABRICATORS COMPANY
*Printers, Laminators, Fabricators of Sheet Plastic Materials*
440 SANSOME ST. SAN FRANCISCO 11, CALIFORNIA


low and half of the group lies above the mid-point—the median readership of window display circulation for men is 19 per cent and for women is 38 per cent. Bear in mind that the median readership reported here for men and women is related directly to the circulation of the displays.

You may say that median does not sound very high, but that 38 per cent for women amounts to 1,276,800 people. The average, however, includes all performances. Consider the fact that our studies have revealed ranges wherein 91 per cent of the men and 92 per cent of the women exposed to the displays were tallied as lookers or window readers. Consider also that we have city studies that reveal, to cite only one example, the lowest average performance for window display delivers a readership of 25 per cent of the circulation of men and a readership of 65 per cent of the circulation of women.

In conjunction with tabulation of traffic, some experimental interviews were conducted inside the store in one of the cities to determine the impression power of window display. Frequently the people who were interviewed protested that they had looked, but had not stopped at the window displays. Yet in no single instance were these people unable to identify black and white photographs of the current window displays and—still more surprising—many of them volunteered the color or some other detail regarding the merchandise featured in specific window displays.

I have quoted only readily available highlight facts. But the more we pin down the circulation and the readership of window display and subject it to measurement, the more this relatively unexplored medium acquires new brilliance.

Of course, there will always be those who insist upon a final measurement in terms of sales results. We have attempted to provide such data. We were limited at the very start by the fact that some of the cooperating stores do not employ window displays with an immediate sales goal in mind—rather, they use their window displays to register new fashions, to set the pace for their store or their communities, or to accomplish other goals in the visual presentation of the merchandise.

The general ability of the stores to provide sales data was disappointing. However, we do have evidence of the plus sales value of window display. We have evidence that window display helps to initiate this plus sales value. We have evidence that window display helps to sustain and to prolong this plus sales value. But we need further data along these lines.

The second phase of the visual merchandising research was devoted to interior display. Herein we tried to incorporate the principles developed in previous research. We asked the cooperating stores to provide us with best-selling merchandise. The store's manner of presentation in the existing display was then analyzed in the light of what we thought we had learned in foregoing studies. Here, in a way, was an acid test. Were the results of previous tests right? Could they be applied to new situations? Would they be successful in their new applications? We tried to find out.

After analyzing the given store's presentation of the best seller item of merchan-

dise, we asked ourselves questions such as these:

How is the merchandise shown in relation to the line of sight?

What are the conditions of contrast?

Is the sign card informative?

Is the presentation from the customer's point of view?

Then we sought to design a display that would include these factors as well as others. Then, in the test manner that is familiar to you, we alternated the displays and recorded traffic and sales figures. Three of these tests were made.

The results of the tests are still being analyzed in some details. However, I can report to you that in all three tests positive results were registered by the revised displays that were based on what research had taught us.

In one test, for example, the store's version of the best seller display received a greater amount of traffic exposed to the display than did the suggested revised display. Yet the revised display received more lookers, more stoppers, more examiners and more buyers. In fact, the store's display sold 27 per cent of the merchandise during the period of the test, while your display—created out of the principles taught by research—sold 73 per cent of the merchandise.

If we can speed the sale of merchandise that is in the best seller classification—and we can—then I think that research is starting to pay off by teaching us the positive way of using the tools at our command.

I should say a word about our mistakes. They exist. We make mistakes, sometimes foolishly; sometimes unavoidably. For example, we sent a research supervisor to a middle western city to conduct a window analysis. When the supervisor arrived it was found that the store had neglected to tell us that they were in the midst of a modernization program and that all of the windows had been torn out along with the front of the store. We lost some time and some transportation money.

Assuming an NADI membership of 125 organizations, the research work in 1949 cost each member $80. In return for this amount some 100 people will have been employed in the field and in the office to gather and to process a mass of data, some of which you have just heard. Trained research supervisors have been sent from border to border and from coast to coast. The National Association of Display Industries has become a working partner of some of the country's leading stores. Inquiries regarding your research work have come from many publications and from retail organizations both here and abroad. Your research work has become a part of the business training programs of colleges and universities. We have had store executives volunteer their cooperation in these studies without any request on the part of the university.

Whether or not the research is worthwhile to you is a question that you alone can answer.

Should you continue your visual merchandising studies, what direction should they take? You, of course, will decide that through your research committee. However, in my opinion, three courses are available: (1) to concentrate on window display alone, (2) to concentrate on interior display alone, and (3) to combine the study of both window and interior display.

My recommendation, should you care to entertain it, is this: Continue the analysis of window display circulation and readership until a substantial number of the major cities in each federal reserve district have been studied. Continue this analysis until a sufficient number of types of window displays and classifications of merchandise coverage is obtained to permit the drawing of valid conclusions on these bases. Continue this analysis while perfecting a method of extracting and reporting adequate sales data.

I make this suggestion conscious of the fact that it lacks the glamour of being able to place it in the cash register tomorrow. I make this suggestion conscious of the fact, also, that it calls for a broad, basic study—a study that befits the National Association of Display Industries—a study that if not performed by a group such as yours will, in all probability, never be performed. The impact of such a study, I believe, will be to evoke some hard-headed comparisons of publicity media and to invite some revitalized thinking on how to capitalize on the vast audience and the dynamic audience appeal of window display in its ability to deliver a merchandise message at the point-of-sale.


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YOU'LL FIND THEM IN Reyburn's

*New...* DISPLAY MATERIALS CATALOG

SEND FOR YOUR COPY TODAY!!

THE REYBURN MFG. CO., INC.
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MAIL YOUR 1950 SPRING AND SUMMER CATALOG TO:

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ADDRESS _____

CITY _____ ZONE _____ STATE _____

FOR REALISTIC DISPLAYS

EATON
VELVETY*
GRASS MATS
Many sizes, shapes and Colors

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SCATTER-GRASS*
Natural looking green raffia grass in scatterable form

Real grass green color
special one inch stitching
Fire Resistant
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See Your Display Jobber

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JOBBERS
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Everything for Display
JOS. E. PODGOR CO., Inc.
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618 MARKET ST. PHILADELPHIA 6, PA.

## RCA's ITINERANTS REACH MILLIONS

[Continued from page 74]

want to use them. The stores are solicited in person or by mail and given all the information they need about the service and the design of the displays, including photographs.

Retailers are furnished forms on which they can reserve any of the five types of windows currently circulating, giving first and second choice as to dates. The Stensgaard organization routes the displays on a pre-determined schedule. By using a number of windows of each design, displays usually are kept within certain regions, minimizing the cost and time involved in transportation. The only cost to the retail store for the use of these windows for the scheduled period of a week or 10 days is incoming transportation.

How very economical this is for the retailer can be judged by breaking down the cost on the basis of circulation, as is done in other advertising media. W. L. Stensgaard, president of the display firm, estimates the cost of the windows to the retailer to be as little as 50 cents per thousand circulation — substantially less than that of any other commercial advertising medium.

By careful plotting of all transportation routes and services, an unusually high percentage of unbroken schedules is achieved — 96 per cent.

Typical of the ingenuity with which these selling windows are tailored to particular products is the design of the most recent addition to RCA Victor's itinerant window series — a strikingly handsome and arresting presentation of the company's 45-rpm system of music reproduction.

The centerpiece of the display features a gold-colored mechanical hand which moves a real record up and down above a 45-rpm record player spindle. The record player is mounted on a handsome pedestal that is dramatically illuminated. It has a gold-colored background simulating a fluted shell and a stylized lyre in the foreground.

A ribbon spiraled around the pedestal bears the legend: "First True 'Live Talent' Tone Quality," while a scroll at the base of the lyre proclaims such sales features as "World's Fastest Record Changer," "Finest Records Now Cost Less," "Non-breakable—Twice The Wear," "Recorded Entirely in the Quality Zone," "Playing Time Equals Regular 12-inch Record," "Convenient 7-inch Size," and "Ends Storage Problems."

Two smaller corresponding units are designed to flank this central display. One is a large golden hand mounted on a simulated onyx base and holding one of the compact record-changer attachments. The message on this unit is: "Here's all you need to enjoy the new RCA Victor 45-rpm playing system through your present set." The other shows records of the seven different colors, each labeled to show passers-by that the 45-rpm system affords a different color for each type of music.

A floor unit for the front of the window, framing eight of the "45" albums, and a giant background medallion complete the units of the new window display. The medallion is inscribed: "The RCA Victor 45-rpm record playing system. First record and changer designed to work together."

These displays are now being scheduled to RCA Victor dealer outlets for use during 1950. Like the rest of the itinerant windows program, it is a basic part of the company's over-all merchandising program, contributing to the success of its product sales efforts and helping to maintain and widen public recognition of the RCA Victor brand name.

—Good display isn't necessarily confined to big cities, as proved by this fine Christmas display by Robert D. Thomassy, J. M. Hartley Company, Fairmont, W. Va. (The population of Fairmont is under 30,000.) The graceful stairway was especially built for the display, and since the holidays has been moved to the home furnishings department for interior display purposes.

### Display Division Dinner Highly Successful

An outstandingly successful fund-raising dinner was held early in December at the Hotel St. Moritz by the Display Division of the Federation of Jewish Philanthropies of New York. Chiefly responsible for the success of the affair were Arthur Cohen, Decorative Displays, Inc.; Murray Goldsmith, M. Goldsmith Company, and Max Maharam, Maharam Fabric Corporation. Albert Marmon, Broadway Maintenance Corporation, is chairman of the Federation Signs Division which shared joint participation in the activity.

The dinner benefitted the $15,500,000 Federation campaign to meet the building fund and maintenance needs of its 116 affiliated hospitals and social welfare institutions. Pledges at the dinner exceeded past gifts to the Federation maintenance fund and, in addition, generous amounts were pledged in support of the Building Fund Program.

Cited by the committee for important contributions to the success of this year's drive were Sol Katz of Bond Stores and Julian Hirschfeld of A. S. Beck Shoe Company, who headed a group of eight display directors whose active solicitations of the display field helped make the dinner a success.

### Sales Appointments Made By Dutch, Miami

Samuel C. Dutch & Son of Florida, 928 Biscayne boulevard, Miami, has engaged the following sales representatives: Irving Rosenbush, covering the Greater Miami area and south Florida; Harry Stevens, covering the East coast and all of north Florida, and Paul Zubi, for Cuba and South America.

E. Perlmutter, who has been with the firm for several years, continues his activities in the territory comprising the entire West coast of the state, with headquarters in the St. Petersburg-Tampa area. Dutch & Son of Florida is now provided with full coverage of the entire state of Florida, plus its new venture into the Cuban and South American fields; the firm handles the lines of many of the nation's foremost display manufacturers.

Concurrently with the announcement of sales appointments comes word that arrangements have been completed whereby Samuel C. Dutch & Son of Florida will sell, stock and distribute the retail line of W. L. Stensgaard & Associates, Chicago, in the state of Florida.

### Century Issues Catalogue On Stage Lighting Equipment

An elaborate catalogue on the company's theatrical lighting equipment, much of which is used for display as well, has been released by Century Lighting, Inc., 419 West 55th street, New York City 19. In addition to the catalogue, Century will mail on written request data sheets on any listed item; these data sheets will illustrate and describe the equipment and include dimensional drawings, performance, and electrical specifications. The catalogue is identified as No. 1; of two others now on the press, No. 2 will be concerned with architectural lighting and No. 3 on television lighting.

THE "SIGNPRESS" SHOW CARD and POSTER MACHINE

FEATURING: SPEED . . . SIMPLICITY . . . LOW OPERATING COST . . . LONG LIFE

Used for over fifteen years by leading national chains. Many have from 50 to 500 or more in use.

MADE IN THREE SIZES . . . WRITE TODAY FOR SAMPLES, CIRCULARS AND PRICES

DISPLAY EQUIPMENT CO.

BOX A-144 ADRIAN, MICH.

Keep your SHIRTS & PAJAMAS neat and clean with HENRY'S Low Priced

"Rainbow"

PLASTIC SHIRT & PAJAMA TRAYS

Show your wares on these New One Piece Transparent Molded Plastic Trays. They have "pull-out" handle and size card holder, and sliding rails on bottom, that prevents scratching. Dress up your shelves . . . Display your merchandise correctly!

NOW available:
Henry's Rainbow Plastic Sock & Tie Trays.

We are the leaders in the Plastic Hanger Field, making over 60 styles in hangers; and a new line of Plastic Sock and Tie Trays and Stock Boxes. We are as always, equipped and ready to serve you.

JOBBERS INQUIRIES INVITED!

"THE HANGER KING"
The HENRY HANGER CO. of AMER. Inc.
450—7th AVENUE, N. Y., BR 9-0852

DY-O-RUG
FOR COLOR MAGIC

The Perfect Dye for Display Purposes.
Saves Time—Saves Money—Easy to Use.

Get color harmony or renew worn, faded carpets without removing from floor. Also wool fabrics, draperies, etc.

Easily applied — Ready for use next day — Pint covers 108 square feet — 14 colors.

PRICE — All colors $2.29 pt. — Black $3.00 pt.

HELMS CHEMICAL CO.
BROOK, INDIANA

• PLEASE MENTION DISPLAY WORLD WHEN WRITING ADVERTISERS

## DISPLAYMEN LOOK AT 1950

[Continued from page 77]

tention to developing their own streamlined patterns. Some will put such plans into effect on upper floors, but most will concentrate their efforts to basement selling areas as a starter or test plan, as here the only opportunity to expand space is to make better use of what they have. Many of these stores will hesitate to go beyond the basement in the beginning for fear of reflecting a change in sales policy.

While certain independent stores have recognized the advantages of streamlined selling methods, some of the chains have also recognized the advantages of more spacious and attractive presentations. A few will make every effort to loosen up some of their set merchandise arrangements without sacrificing the advantages to be derived from making the most of space, realizing that systems which lean to the vending machine principle do not always allow enough room to display merchandise to its best advantage.

The general trend seems to be one of finding a middle avenue which will make it possible for all types of stores to retain their own character and individuality, holding on to the idea of having sufficient customer conveniences and attractive merchandise presentations, yet take advantage of plans which will aid in speeding up sales at a lower ratio of unit cost.

More attention will be given to organizing display assortments of merchandise to reflect the fact that the merchandise being presented was bought and stocked to give customers what they wanted when they wanted it.

More attention will be given to centralized sales planning which will provide for building promotional effort around the store itself (what the store is, does, presents and says). This means that point-of-sale displays inside the store will be planned to promote all items responsible for contributing to store volume with the right amount of emphasis on each. Then, beyond this, window displays and advertising will be planned to place extra emphasis on the most important existing internal store promotions.

More attention will be given to the training of sales people in the handling of departmental merchandise arrangements, as a means for teaching them more about stocks and individual item sales movement . . . also to cause sales people to sell more efficiently working with the point-of-sale displays.

Manufacturers of merchandise sold to and through retail stores will give more attention to service through manufacturer-retailer teamwork plans which will be keyed to the retail viewpoint. They will attach more concern to dressing up their products to stimulate buying at the point-of-sale, as well as to simplify storekeeping in connection with their products. This will be caused as a result of pleas for help from retailers who will take steps to acquaint manufacturers with their wants and needs. All selling factors will benefit and such teamwork planning will contribute toward the elimination of waste in dealer-help plans.

In general, more attention will be given

LOOKING FOR A CAREER IN . . . DISPLAY

New Classes Being Formed

Build a career in this well paying, uncrowded profession. Learn every phase of window trimming and interior display. Study under outstanding factulty. Practice in full length windows.

CURRICULUM

Cloth, Crepe Paper and Painted Backgrounds, Drug Windows, Men's Wear, Children's Wear, Women's Ready to Wear and Specialties, Small Wares, Window Design, Mannequin Draping, Interior Display, Lighting, Show Card Writing, Silk Screen, Papier Mache Fabrication, Prop Construction.

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ELWOOD R. SULOFF, Penn State College
ARTHUR GLICK, Formerly A. S. Beck Shoes
CHARLES M. LENNOX, Lennox-Passmore Co.
WILLIAM McBLAINE, Browning-King Co.
CHARLES A. NUGENT, The Blum Store
JOHN P. O'NEILL, Chain Store Consultant
MARGARET LUNDBERG, Academy of Fine Arts
JOSEPH MAIDA, Phila. School Industrial Art
WILLIAM B. MURROW, University of Penna.
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• Approved for Veteran Training
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"The Nation's Center for Display Education"

NATIONAL DISPLAY INSTITUTE
SCHOOL OF WINDOW DISPLAY

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Write for Descriptive Booklet

STUDY WINDOW DISPLAY AT HOME

Easy Home Study course showing how to do every phase of window display work. Merchants, display men, women and beginners will find this course the finest of its kind. School founded in 1905.

Employers: Free to you — Names of our Graduates.
Write for literature.

THE KOESTER SCHOOL
1328 Kimball Bldg., Chicago 4, Ill.

to finding new approaches to the problem of speeding up sales at a lower ratio of unit cost to satisfy the retailer, and less to selling people on the importance of display to satisfy those actively engaged in the work. Both retailers and manufacturers have long recognized the value of display and are only waiting for those responsible for doing the job to prove their claims with action and factual results.

---

Guy Malloy, display director, Neiman-Marcus, Dallas:

From 1900-1950, display has been evolving into an important factor in retail merchandising. Management is aware, at last. It has been a slow but steady march from "window trimming" to "window decorating" and now "visual merchanding".

"Alert" is our keyword. Now more than ever we must put forth all efforts to keep the established fact of the value of visual merchandising. Keep account of your actual window sales, meet with management weekly giving full reports of sales developing from your displays, both interior and exterior. Not only management but you yourself will be surprised!

By alert it is meant to be constantly aware of all new trends in fashions, display materials and props; progress in art, architecture; in short, anything that may have a direct bearing on the type of complete job you are called upon to do for your firm.

It is important to attend all Market Weeks in order to see new materials that are presented to help you plan a better visual merchandising picture for your firm.

---

Howard Abrahams, manager, Visual Merchandising Group, National Retail Dry Goods Association:

Today's selling pace is typical of this atomic era. With it, the days of the "window trimmer" are ended . . . except for those who want to remain "window trimmers".

Today's display manager is a visual merchandise manager. He is a man who continually creates new ways to sell merchandise by the visual approach.

The store buyer secures the merchandise which is then advertised and sold by others. The newspaper advertising man writes the copy, draws the layout and goes through other mechanics. However, other people print the messages.

The visual merchandise manager is the planner and the do-er. In his work he must be both the artistic showman and the realistic, hard-selling merchant.

As a merchandise manager, he must be quick to discover merchandise that will sell on sight. He must be able to advise other store executives what will and what will not sell from counters, floor displays and windows.

As a buyer, he must know how to balance his offerings of price lines, branded and promotional merchandise to give complete assortments to his customers.

As an architect, he must be able to determine how to move traffic through his store for the maximum customer convenience, sales and economy of floor space. Equally important, of course, is his need to create a store identity by coordinating its appearance so that the city slicker and the country cousin departments all look like members of the same family.

As a controller, he must be able to get the most out of his budget.

As a personnel director, he must be capable of directing his staff regardless of how large or small it may be. He must be able to teach other store people the display methods to use on their own counters and in their departments.

As a public relations man, he must be able to portray the store in its best light. Through his displays he must make friends for his store.

As a jack-of-all-trades, he must be prepared for countless other tasks from instruction signs in the ladies' rest rooms to redesigning the boss's office.

In short, our visual merchandise manager, 1950, is a key executive around which a large part of the store's selling activities revolve. The days of the "window trimmer" are over. . . . except for those who want to remain "window trimmers".


# Mileo Mannequins

THE SHINING EXAMPLE OF
DISPLAY LEADERSHIP

## Golden Jubilee Year

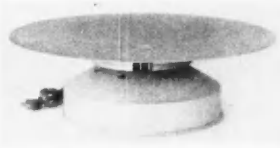
**MILEO MANNEQUINS**

7 West 36 Street, New York 18, N. Y.

Just off Fifth Avenue — Telephone: Wisconsin 7-7618

*Creators, Originators and Manufacturers of Mannequins since 1900*

## Yours For Better Display



**A Superior Turntable**

Here is the turntable you've wanted. All steel, silver crackle finish, precision made to last indefinitely. Revolves twice every minute, costs less than 1¢ a day to operate. Available in two sizes, one to carry up to 15 pounds, the other to carry up to 100 pounds. Guaranteed for one year. Write at once for details.

**Flexible Sleeve Forms**

Simply slip these Goodman patent sleeve forms in the coat sleeves and the display is complete! Save yourself 30 minutes on each coat form, and show the merchandise better, too . . . for these sleeve forms make any coat look its best. Only sleeve form made with open bottoms. Sizes 36 and 38. Order a pair on approval today!

**Palazzo Sleeve Form Mfg. Co.**

541 Sixth Ave. Phone: CHelsea 3-2057 New York 11, N. Y.

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**Experienced, creative man for window and interior display for specialty store operation. Ability to make card signs essential. Must be even tempered, reliable and capable shop worker. Starting salary $3900.00 annually. Excellent chance for advancement. Give full background and send snapshot of yourself. Replies confidential.**

**HARRYS**

**Mobile 14, Alabama**


• PLEASE MENTION DISPLAY WORLD WHEN WRITING ADVERTISERS

only HERNARD offers 17 different styles & sizes of 3-dimensional molded display letters

Write for Catalog

Free display panel for those in the trade.

HERNARD MANUFACTURING CO., INC.
31 South Third Ave., Mt. Vernon, N. Y.



TAKE A BOW

When You're Complimented on New Display Brilliance of

RP

EXPANDED ALUMINUM FOIL

You'll like the unlimited display-building versatility, the color-brilliance, the tremendous variety of effects you can get with R-P EXPANDED ALUMINUM FOIL. Reflects a diamond-like sparkle from thousands of surfaces — in TWELVE COLORS, both bright and soft shades, in addition to silver. BRIGHT colors include: Red, Green, Dark Blue, Light Blue, Pale Gold, Rose, Helio and Copper. SOFT shades include: Dull Opal, Rose, Lilac and Sky Blue.

R-P Expanded Aluminum Foil, today's most versatile decorative material, is flexible, easy to fashion, easy to cut. Ask your Jobber for samples. It is available in large and small pattern —27" and 24" widths respectively, 50' rolls.

Manufactured By

RESEARCH PRODUCTS CORPORATION
1015 East Washington Avenue
Madison 10, Wisconsin


# Reminiscing

JANUARY, 1925

B. L. Hull, sales representative of the Onli-Wa Fixture Company, Dayton, Ohio, was killed in an automobile accident.

A number of display clubs held their annual elections, with some of the results as follows: New York Metropolitan Display Men's Club, president, Edward Munn, Franklin, Simon & Co. . . . Spokane Display Men's Association, president, J. Allyn Dean, Spokane Dry Goods Company . . . Chicago Display Men's Club, president, H. C. Oehler, Weiboldt & Co. . . . Associatied Display Men of St. Paul, president, C. R. Scott, Husch Brothers.

William McKeon, display manager for Lord & Taylor, New York City, announced his resignation; he was succeeded by Paul W. Hornung, who had been in charge of interiors.

Dave Starr, formerly in charge of display for MacDougall & Southwick, Seattle, joined J. R. Palmenberg's Sons, Inc., as sales representative.

Carl Haecker, of Eureka, Ill., became display manager for Frank Burke Hardware Company, Waukegan, Ill.

Val Thomas announced his resignation as display manager for Brannon's, Inc., St. Paul.

Victor Carson, display manager of L. H. Field Company, Jackson, Mich., died of pneumonia.

Carl Greer, display manager of The Hudson's Bay Company, Vancouver, B. C., resigned in order to represent Bodine-Spanjer Company, Chicago, as a salesman.

E. L. Kayser, display manager of the Harned & Von Mauer Store, Davenport, Iowa, accepted a similar position with C. F. Kurtz Company, Rock Island, Ill.

J. H. Hilton, formerly manager of the Merchants Display Service Company, Akron, became display manager for Ritter & Meyer, Youngstown, Ohio.

DISPLAY PARADE NO. 127 . . . . . by TUPPER

Edward O'Connell, who had been on the display staffs of several New York City stores, was named display manager for Goodwin's, Inc., Brooklyn.

Don Wellington left Hart-Albin Company, Billings, Mont., to head display for Herlist Department Store, Fargo, N. D.

### JANUARY, 1940

Arthur J. Harper announced his resignation as display manager for Howland Dry Goods Company, Bridgeport, Conn.

Beryl C. Taylor, Sears, Roebuck & Co., South Bend, was elected president of the Northern Indiana Association of Display Men. James C. Tolle, Wheelock's, was named vice-president.

Carl Kronitz, Stewart & Co., was named president of the Display Guild of Baltimore. Other officers appointed were Harry McCauley, Hutzler Brothers, vice-president; John E. Bonnet, Hecht Brothers, treasurer, and Henry A. Hawkins, Schleisner Company, secretary.

Moe Hamburger announced his plans to leave Strub's, Iowa City, Iowa, where he had been in charge of display for some years.

Burr Nichols was named display manager for J. N. Adam & Co., Buffalo, following the resignation of Donald A. Brown. Nichols had formerly been with Hens & Kelly, Buffalo, and McCurdy & Co., Rochester.

Arthur Thygerson, who had been with Bliss Display Corporation, New York City, joined J. P. Leschaud & Associates as art director.

A display club was formed in Oklahoma City, with the following officers: president, Charles H. McMahan, Rothschild's B & M; vice-president, Forest A. Cox, J. C. Penney Company; secretary, William Goode, Harry Katz, Inc.

Sam Blum was named display director for Gimbel Brothers, New York City, following his resignation as display head for Bloomingdale Brothers, of the same city.

A total of 200 people attended the second Display Clinic held by the Southern California Display Club, the Display Manufacturers of Los Angeles, and the Chamber of Commerce, Los Angeles. Among the speakers and those who gave demonstrations were: Blu Pinnell and Mark Kelly, Desmond's; Harvey Pettit and Louis Hodges, Robinson's; John Cooke and Walter H. Cooke, Coulter Dry Goods Company; Louis Porchia and Verne Langford, Bullock's; Roy Stewart and Howard Deebe, Barker Brothers, and Oscar W. Meissner, Bureau of Power and Light.

### Braunstein To Schack's; Was With Magnani

Joseph Braunstein has joined Schack's, Inc., Chicago, as sales representative in the Eastern territory. For the past year he had served as sales manager for Magnani Mannequins, New York City, for which company he formerly was a salesman.

### Arnold Abrams Back With Adler-Jones

Arnold Abrams has rejoined The Adler-Jones Company, 521 South Wabash, Chicago, and will represent the firm in his former territory. Abrams resigned from Adler-Jones some time ago and has been operating his own display business.

A Displayman's Dream

GLIDER D-U-A-L

Automatic

STEAM IRON

Expressly designed for Men's, Ladies' ready-to-wear stores. Removes wrinkles in garments without removing from hanger or mannequin. Portable . . . convenient . . . economical.

**Order early for a better display for the Easter parade.**

Price Complete

$59.50

WEIGHT 2 LBS.

Illustrated Literature Sent on Request

MODERN PRODUCTS MFG. CO.

410 N. Patterson St., Madison, Wis.

Sold Through Display Equipment Companies in Principal Cities

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SPRING 1950

bigger and better with

BOTANICAL

display decorations

• FLOWERS

• SET PIECES

• SUPERB DECORATIVES

Write us today for catalogue, suggestions and prices

BOTANICAL DECORATIVE SUPPLY CO.

31 SOUTH FRANKLIN STREET CHICAGO 6, ILL.

USE THE

OPPORTUNITY EXCHANGE

For any WANT AD purpose:

POSITION WANTED POSITION VACANT

USED DISPLAY EQUIPMENT FOR SALE

REPRESENTATIVES WANTED

$3.00 Per Column Inch — CASH WITH ORDER

PRICE CARD and DISPLAY CARD HOLDERS

WINDOW TRIMMER'S TOOL

SNAP-IN TAG NEEDLES

U. S. Pat. No. 241617

Threads with your eyes shut

Write for Illustrated Price List on Our Sales Help and Time Savers.

RUDOLF ORTHWINE CORP.

503 W. 33rd St., New York 1, N. Y.

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Bullock's, L. A. used DIXRAY activated by orchid spot lights to help sell hosiery.

**NEW FLEXIBLE-ROUND DAYLIGHT FLUORESCENT**
**for lettering or display design**

★ 4 RADIANT COLORS
cerise, red-orange
chartreuse and red
★ ACTIVATED BY ANY LIGHT
(especially black light)
★ HAND-FORMS EASILY
re-form for re-use
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★ QUICK — INEXPENSIVE

100 ft. coil DIXRAY 1 color (f.o.b. L.A.) **$15.50**
20 ft. TRIAL OFFER (post-paid, cash with order) **$3.30**

*FREE DIXRAY* sample and folder showing kit for quick-forming script lettering and many new profitable display uses.

*If your dealer cannot supply you, write*

**DIXRAY ★ Box 86-A ★ Los Angeles 42**



*Spring*

**At HAMBERGER'S**

means an entirely new line of decoratives that are fresh in design and principal that make it easy to add that extra touch to your displays.

Don't take our word alone for this fact — make it a point to visit our showroom when in New York City and see for yourselves.

Come in, browse around, and let us help you with your display problems.

•

**DAVID HAMBERGER Inc.**

**Display Decorations**

115 W. 31st ST., NEW YORK CITY 1


# Thoughts On Display

By JAMES BREWER*
Store Superintendent, The Broadway, Los Angeles

I went on a hay ride the other night — one of those big wide wagons with great big wheels on them. They pile a lot of hay on them and a lot of people on them. Everybody goes out and eats burnt wieners and that sort of thing. And I realized that I hadn't made any preparations for this talk this evening. I'd done quite a bit of thinking about it, but I realized that in a sense this group that we're speaking to tonight is quite varied in its interests. So I sat with my legs hanging over on this wagon, trying to enjoy myself but realizing that I had a job to do here tonight.

I got interested in one of these large wheels that were going around. Apparently it hadn't been greased for some time, and every time that wheel turned round it said . . . "display meeting, your speech." As I watched that wheel turn all of a sudden on the rim appeared the words . . . "merchandising . . . operations . . . service . . . finance . . . publicity . . ." and in the center on that great big old hub, in emblazoned letters, was the word "display." And as those spokes that went into that hub and went out to that rim passed my view I saw the words . . . "policy . . . standards . . . appearance . . . originality . . . individuality . . . merchandise presentation . . . planning . . . expense control . . . and drama". And I said to myself, "There's the wheel of retailing, with display right in the center where it rightfully belongs."

Now, I'm sure that my friends up here at the table can take a great deal of exception to display as being the central, focal point of retail operation. On the other hand, I doubt that they can question any service in a retail establishment that fits into or serves the same more thoroughly than display in the whole retail operation.

Now, what does that mean? To me it means to render opportunity to those people who are in display and those concerns, those resources that are servicing display.

Let's take a look at a few of those spokes individually. One of my gripes is the phrase word "merchandise presentation" or "visual merchandise presentation." I think that's just one spoke in the wheel of retailing and I think it's one of the great limitations to the display profession.

I guess the greatest limitation that exists in the average display organization today is the sentence and the comment, "That's not my job." It's awfully hard for a displayman or a display woman to say that in a retail store, "That's not my job." In my experience, every corner that I've turned, every request that I have had, I have found that display is needed.

We are making a great deal of effort to reduce expenses. We are analyzing every operation in a retail organization to find out what can be done to eliminate cost. One of the greatest users of the expense dollar today in a retail establishment is the handling of merchandise. And display has a terrific opportunity to help accomplish im-

*Address before the Southern California Display Club Clinic, Los Angeles.

—The adoration of the Magi, as seen in the windows of Casa Gonzalez, San Juan, Puerto Rico. The display is by Genaro Otero and aroused much interest in the Puerto Rican capital city, one newspaper, El Mundo, devoting nearly half a page to a photograph and description of the window. . . . (Photograph by courtesy of Mileo Mannequins, New York City)—

provements in that great expense control operation, merchandise handling.

Let's take an example. It's been a practice in retail organizations for a number of years to mark everything that comes in. We're not marking everything that comes into the store today. There are a lot of things we're not marking. And every piece of merchandise that's not marked requires display help and cooperation. Fixtures have got to be so constructed and so designed that each item has a place and that item is properly assigned within that place. Each item has to be in a certain place, on a showcase, according to size, according to color, according to style — whatever it may be that is the necessary factor of selectivity —and it has to be properly signed so that the customers will know what the price is and your sales people also will know what the price is and are able quickly to complete the sale.

I hope that doesn't sound unreasonable, because it's very factual. Right now in our boys' department we are going through exactly that. We have found before we can effect economies in receiving and marking that we've got to go back into the boys' department and study the manner of displaying that merchandise in order to show it so that we can get around the marking of those items.

That example, in my opinion, covers a number of spokes in the wheel . . . "merchandise presentation . . . planning . . . expense control"—we're sure of "originality and appearance"—and of course "policy" and "standards" which all things in a retail store should be measured by.

Right there I would like to say to every display person in this room that if you do not know the policies and standards that your organization wishes to maintain, you are not able to do a job for that organization. A proper display job done for a specialty store is an entirely different requirement than a display job done for a promotional store. A store which is promoting price, promoting broad selections of merchandise, and is promoting items continually, requires an entirely different type of display job. So in order to fit yourself into your job and into your organization, you've got to know the policies of that organization. Now that again may sound elementary, but I am very much afraid that there are people at the present time in display who have not clearly analyzed the policies of the organization that they're working for.

Let's take another spoke in that wheel . . . "store appearance." We say, "What is store appearance?" It's clean floors. It's clean showcases. It's clean fixtures. It's clean, well set up displays. It's properly attired sales people, dressed in a business like manner. It's properly dressed elevator operators. It's well done signs. Store appearance is everything that you see when you go into that store. And that is the tremendous opportunity that exists for the display profession. That is your job. That is your responsibility. I say that when display accepts that responsibility it will then have reached the values to effect the utmost in any organization.

I could go on, I'm sure, talking about display for quite a while. I'm tremendously

CRESCENT Quality BOARDS

Finer Cardboards

CRESCENT DISPLAY BLANKS

• Eight Colors with Clay Coated Surface
• Three Colors with Melton Finish Surface

For Department Store Cards and Special Promotions. Use your favorite medium, pen, brush, or printing.

Sold by leading distributors everywhere

A Product of
CHICAGO CARDBOARD COMPANY
666 WASHINGTON BLVD. CHICAGO 6, ILLINOIS

FOCUS ATTENTION TO SALES FEATURES
with the
BEST SPOTLIGHT

The BEST 400 Watt "Wonder" spotlight throws a concentrated beam of light wherever needed. Ideal for interior displays, show windows, lobbies and floodlighting, the BEST 400 Watt "Wonder" spotlight comes equipped with a fine Fresnel glass lens, highly polished reflector, asbestos cord and plug. Has Universal mounting bracket, gelatin color holder and three assorted gelatin colors.

If your dealer cannot supply you, write direct to

The Best Devices Co. Inc.
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List price, complete, less bulb $8.95

List price, complete, with bulb $11.05

(Tax included)

USE THE
OPPORTUNITY EXCHANGE
For any WANT AD purpose:
POSITION WANTED POSITION VACANT
DISPLAY EQUIPMENT FOR SALE
REPRESENTATIVES WANTED
$3.00 Per Column Inch — CASH WITH ORDER

FOIL PAPER
26" WIDTH — 25 ft. - 50 ft. - 100 ft.
and full ream rolls. Carried in stock in 25 colors.
R. A. OHLHORST
454 Broome Street, New York 13, N. Y.

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WORKS WONDERS
IN YOUR
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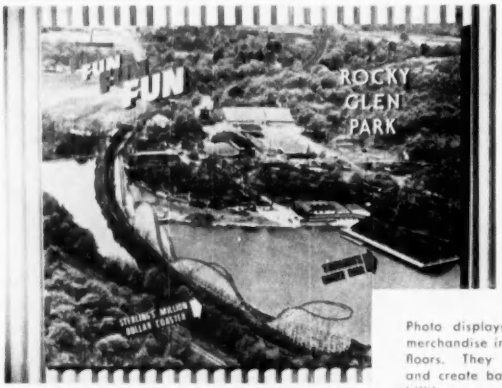


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PHOTO DISPLAYS

Photo displays focus attention . . . sell merchandise in windows, on walls, on sales floors. They can illustrate, demonstrate and create background atmosphere. Possibilities are unlimited with photo displays . . . we can make them of any subject to fit any space . . . murals, montages, cut-outs, attention-getting effects.

PHOTO CUT OUTS
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WRITE — for specific information and for our informative, 24-page booklet "PHOTO MURALS".

WEST-DEMPSTER COMPANY
108 W. LYON STREET, GRAND RAPIDS, MICHIGAN

JOBBERS

We specialize in Children's Mannequins

For particulars write

WINDOW MANNEQUIN, INC.
449 West 30 St. New York 1, N. Y.

FOR HOLIDAY DECORATIONS

Give them light, or motion with low cost Skedoodle Thermatic Flashers. Many types and sizes, 45c and up. Also motor driven flashers and controls. Price lists on request. Address:

Rico 3055 River Road, River Grove, Illinois

enthusiastic about the opportunities of any one in display if they will look the thing squarely in the eye.

But I would like to say to the display manufacturers and the display resources that are here tonight, "The displaymen need your help. How they need your help!" I've been dreaming for a long time, and I suspect it's Utopian, that the display resource will appear on the horizon some day that realizes that we need help in the displaying and the presentation of merchandise.

Will there ever be a display representative who will come into a store and say to the display manager, "Joe, I think I can help you do a better job in your handkerchief department. If you'll just take me down and introduce me to the right person, we'll be glad to go in there and study your situation—what price lines you have; what styles you have; all the phases of that merchandise presentation in that particular department. And then I'll come up and show you fixtures that we have to do that job for you. And not gorgeous fixtures that are so terrific you can't see the handkerchiefs, but simple, neat, functional fixtures that make the handkerchiefs important, display them as your customers want to see them, and make it easy for your customers to buy." I don't think most likely anybody in the room realizes what I'm trying to get at. I might say an organization like Sears, with the tremendous volume that they have, can afford to have a store planning operation which does just that for their stores—plans the presentation of every piece of merchandise in their organization according to their policies and according to their standards. And they're the right policies and the right standards for Sears, I suspect, because they've been quite successful. It wouldn't be the right standards or policies very likely for another store—a Bullock's, or a Broadway, or a Robinson's. But there is a right way to do it.

Now, the display departments in the retail store never get down to doing that job. Yes, they do a pretty good window job. And they do a pretty good individual display job—spot here and spot there. They never get time enough to get down and work department by department throughout an entire store, to get everything shown to its ultimate. And that's the service that the resources and the manufacturers could render to the display profession. It would mean money in their pocket . . . it would mean more equipment sold . . . if they could just see the light.

I'd like to close with a little article that I cut out of a little magazine called "Sales Talk," because I think display manufacturers and display people may get an idea from it and maybe some of the merchants here will get an idea from it. It was headed, "Don't sell me things." It says:

"Mr. Merchant: Don't sell me clothes. Sell me neat appearance, style, attractiveness. Don't sell me shoes. Sell me foot comfort, and the pleasure of walking in the open air. Don't sell me food. Sell me happiness and the pleasure of taste. Don't sell me plows. Sell me green fields of waving wheat. Don't sell me things. Sell me ideals, feelings, self-respect, home life, happiness. Please don't sell me things."

### Baltimore Guild Elects Officers

New officers were elected at the last meeting of the Baltimore Display Guild, with the following now in charge of the affairs of the group: President, Thomas E. Schenkel, Hutzler Brothers & Co.; vice-president, Randy Irvin, Sears, Roebuck & Co.; treasurer, John E. Bonnett, Hecht Brothers, and secretary, Edgar Smith, Levinson & Klein.

John E. Bonnett was reelected treasurer of the Guild for his twelfth consecutive year, having held this office since the club was formed. At the election meeting members of the Guild expressed their appreciation for his long service and loyalty.

Plans were discussed for the annual theatre party to be held by the Baltimore club in the near future.

### Fast, Low-Cost Bending Of Wood Panels Now Possible

A bending machine which forms wood panels into an amazing variety of curved shapes has been introduced by the Midwest Manufacturing Company, 31 North Laclede Station Road, St. Louis. Operating on a revolutionary new principle which makes wood bending easy, accurate and automatic, this machine represents a low cost initial investment that assures steady low cost operation.

The Ladon Bending Machine bends plywood, hardboard, veneer, chipboard, wallboard, hard fibre, cardboard and metal-fibre board laminates. The possible range of curved designs is almost unlimited — hundreds of variations including reverse, "S" shaped and close double bends are made easily. For example, ¼ inch plywood can be bent to a 1½ inch radius, ¼ inch plywood to a ⅝ inch radius.

The machine is so simple that unskilled labor can be used in production. Most bends are made in a single operation, and one operator, depending on the nature of the bend, can control two and often four machines. Functioning of the machine is unhampered by complicated mechanical units.

### Greneker Corporation Adds Ruth Scott

Edgar Rosenthal, The Greneker Corporation, New York City, has made known the appointment of Ruth Scott to a sales and promotional position with the firm. For a short time with a paper manufacturer, Miss Scott was formerly with Staples-Smith, New York City, for which company she traveled much of the United States in a selling capacity.

### Free Lance Display Takes More Space

Ralph Weiss, proprietor of Free Lance Display, Philadelphia, announces that due to business requirements the present office and showrooms at 45 North Seventh street will be expanded to include the adjoining property. The new addition doubles the present floor space. Free Lance Display has been at its present address for the past three years.


FOR YOUR DISPLAY WINDOWS!

SUN PROTECTION PLUS VISIBILITY

with Infra-Chem TRADE MARK transparent shades

made only by TRANSPARENT SHADE COMPANY OF LOS ANGELES

Yes, you can join more than 75,000 satisfied INFRA-CHEM Transparent Shade users who profit by complete window display ALL DAY, EVERY DAY . . . then you, too, will say "it pays to display the INFRA-CHEM way."

*Infra-Chem* Means Sun Protection Plus Visibility...

No Protection Means Faded Merchandise

Unsightly Awnings and Canvas Strips Hide Displays, Partially Protect

free *Write today for illustrated brochure and samples . . . there's absolutely no obligation.*

TRANSPARENT SHADE CO. DEPT. FA
501 N. Figueroa St., Los Angeles, Calif.

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store name _____

address _____

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TRANSPARENT SHADE BUILDING
501 N. Figueroa St. Dept FA
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The Modern Display Trend is to LIGHTED MOTION

KASSON Model "712"

Roto·Sho
ELECTRIC TURNTABLES

MODEL "712" ROTO-SHO's two-way, built-in electric outlet permits novel, *self-contained lighting effects* by means of sliding contacts, as well as operation of electric devices while the turntable revolves three times a minute—*Lights turn with the table!*

There's nothing like "712" to revolutionize your window trim and make passersby *buy!* Sturdy, steel construction, *guaranteed*, it carries up to *200 lbs.* 18" diameter turntable. Allover height just 7". A.C. only.

*For winning action displays, write us for complete ROTO-PRODUCTS turntable catalog.*

GENERAL DIE & STAMPING COMPANY
Dept. O, 262 Mott St., New York 12, N. Y.



A NEW

MARBALIA

BOOK IS NOW READY!

It contains samples of two hundred numbers.

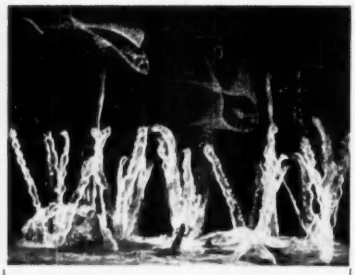
WRITE IN FOR YOUR COPY TODAY

Samples also available of our complete line of decorative papers and coordinated fabrics, including:

- TORTOISE SHELL
- PYTHON
- ZEBRA
- LACE EFFECT
- WOOD EXOTIC

laverne originals

225 Fifth Ave., New York 10, N. Y.



*Entirely new . . . plastic*

**MARINE GRASS**

Here is something that makes possible exciting new display effects. Giant plastic grass-like blades from 14 to 18 inches high in colors: Yellow, Ocean Green, Aqua and Orchid.

Just right for Cruise, Swim, Vacation, Seashore and Fantasy windows. They pipe light, are nonbreakable, reusable and give a wet appearance.

JEWELED FISH in plastic, 9 to 20 inches—7 different designs. Sparkling beauties.

*JOBBERS*
*Write for Photographs*

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**ANIMATION**

**Lights—Motion—Sound**

USE DISPLAY KING DEVICES

**To Animate Lights:**
- Flashers
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- Slide Projectors

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- Tape Recorders
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**To Animate Motion:**
- Turntables (Regular also vertical - multi - stop)
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We invite inquiries on special electro-mechanical Design and Development

**GALE DOROTHEA**
**37-61 85th St., Jackson Heights, L. I.**

## HELP FROM MAGAZINES
## No. 6—MADEMOISELLE

[*Continued from page 68*]

country to act as commentators at the stores' presentations.

At various times during the year Mademoiselle invites retail stores across the country to take part in its special promotions of specific merchandise, based on editorial features in the magazine. In each case these ideas are exclusive with one store in a city, although the merchandise is not necessarily confined. During 1949 there were ten such promotions initiated by Mademoiselle and sponsored by various stores. These included: January fabrics, "Hitting the High Note"; January cosmetics, "Powder Makes You Prettier"; March fabrics and dress patterns, "Made to Order by You"; April perfumes, "Fragrance Is a Part-of-You Thing"; May travel fashions, "Look Where You're Going"; June denims, "For The Scrubbed, Smart Look"; July "Three-Dimensional Fabrics"; August hair care, "Your Shining Mop"; November cosmetics, "Christmas Gift Perfumes"; and December fashions for coeds, "Home For Christmas."

To service stores with display helps for each of these, Mademoiselle prepared during the year about 6,000 promotion packets which contained display ideas and sketches, the selling fashion theme and suggested layout and copy for newspaper ads.

In addition, Mademoiselle's month-by-month display service reaches more than 500 stores across the country through the Advance Fashion Report. This is a monthly preview of the editorial fashions of each issue. It enables display directors, merchandise managers, buyers and promotion directors to promote locally the fashions their readers will see in Mademoiselle's pages.

The Advance Fashion Report goes out four weeks in advance of the on-sale date of each issue. It contains the fashion theme, window displays (with sketches and detailed information), layouts and copy for suggested newspaper ads, and Mademoiselle "copy quotes" for display cards as well as ads.

Mademoiselle also supplies stores with counter cards and blowups every month—upon request and at cost. Full-color and black-and-white blowups of editorial pages, cover and, of course, the advertisements, are available. All of them can be made in four sizes: 20 by 30; 30 by 40; 40 by 50; and 50 by 60—mounted or unmounted.

Why does Mademoiselle maintain such a comprehensive service to retail stores? Because Mademoiselle believes that it is serving the interests of its readers — college women, young career women and young marrieds—by helping them find in their local

—Above, one of a series of interior displays used by Pomeroy's, Reading, Pa., modeled after a Mademoiselle suggestion. . . . Below, the Boston Store, Milwaukee, staged Mademoiselle's "Talk of the Campus" fashion show and built the stage set following the magazine's blueprint and photographs. Fifteen hundred young women came to watch; the store followed through with a completely co-ordinated promotion, using Mlle. blow-ups and window and interior display ideas—

stores the smart fashions they see in Mademoiselle, presented to best advantage.

### No. 7: VOGUE

Vogue magazine offers a complete merchandising service to manufacturers and retailers whose products are featured in advertising or editorial pages. Believing that "two good names are better than one," Vogue invites retail stores and manufacturers to associate their names and products with the magazine, using Vogue's fashion power and prestige to stimulate sales. Vogue tells advertisers, "Your advertising in Vogue is only a beginning . . . a springboard for effective merchandising effort in the trade, among consumers, at the point-of-sale.

Vogue's merchandising service was established many years ago for one reason only: To help carry out these profitable tie-ins. The specialized merchandising staff is in constant touch with store buyers and merchandising executives, gathering opinions and suggestions on such matters as advance color news, styling information, fashion rightness, consumer buying trends, retail buying trends, timing, distribution, store acceptance and merchandising possibilities. The merchandising aids which Vogue now offers have been developed through the years, have stood the test of time and won retail acceptance and consumer recognition. Manufacturers and retailers are encouraged to work closely with Vogue's production department in getting special estimates, planning orders, arranging for packing and mailing.

A list of merchandising aids offered by the service includes a variety of display cards, advertising suggestions and reprints, all of which can be adapted for the individual manufacturer's requirements. Display cards can be ordered for use in store windows, counters or showrooms. Different sizes, mounted on easels or as unmounted face sheets, featuring an advertisement with the words "As Seen in Vogue", are available. The recently designed tripod-base display cards are space-saving and can be mounted with the manufacturer's advertisement on both sides to catch store traffic in two directions. Blow-ups, in color or black and white depending on the advertisement, may be ordered. Vogue covers in full color enlargements give displays a forceful tie-in with the power of Vogue, and are often used in conjunction with blow-ups of advertisements. "Vogue Says . . . . " cards in three sizes, mounted or unmounted, with editorial quotations from the magazine are also available to spotlight merchandise.

To help manufacturers merchandise their advertising to dealers in advance, Vogue offers preprints of advertisements, on regular Vogue stock, to be used for salesmen's portfolios and displays and for retailers' bill-stuffers and handouts. Manufacturers can arrange with the merchandising service to have certain credited editorial pages reprinted for merchandising purposes after publication. Vogue articles of wide general interest are also offered for reprinting.

Attractive four-page folders are available for distribution to dealers and consumers. The current Vogue cover opens to reveal the manufacturer's advertisement, and the two extra pages provide a place for a sales message. These folders may also be or-

METAL DISPLAY NOVELTIES
127 READE STREET
NEW YORK 13, N. Y.

*A House Well Known for . . .*
FITTINGS for MANNEQUINS

A complete line of shoulders and arms plates, wrists, body locks, stands, flanges, swivels etc., etc.

See the latest pressure fittings for hands made to correct the loosening of this member.

*Send for price list and samples*

Here is exceptional GRASS MAT value!
CHECK THESE SPECIAL FEATURES
72 ROWS — Best Quality — Evenly stitched.
Dark Green Madagascar Raffia
Expertly sewed to Burlap base
Looks like a well-kept lawn
Lasts longer — Made better.

LOOSE GRASS BLADES
For Covering odd shaped areas.

3 lb. carton $2.75 — Covers 48 sq. ft.
CHECK THESE VERY LOW PRICES!

| | Each | Dozen |
|---|---|---|
| 3 ft. x 6 ft. | $ 3.50 | $ 38.50 |
| 5 ft. x 6 ft. | 6.75 | 74.25 |
| 5 ft. x 15 ft. | 16.50 | 181.50 |
| 3 ft. x 15 ft. | 9.00 | 99.00 |
| 3 ft. x 30 ft. | 18.75 | 206.25 |
| 18 in. x 30 ft. | 10.25 | 112.75 |

Same prices for straw color

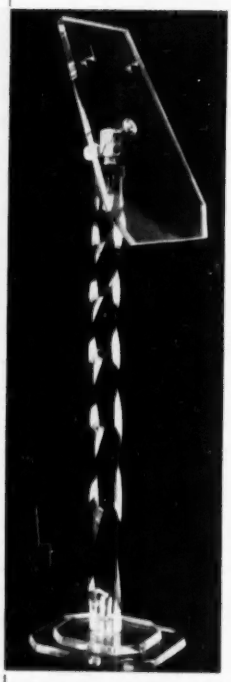
Write for our new SPRING SUMMER CATALOG today

MARCUS WINDOW DISPLAY SERVICE Inc.
104 LINCOLN STREET, BOSTON 11, MASSACHUSETTS

USE THE
Opportunity Exchange
For any WANT AD purpose:
POSITION WANTED POSITION VACANT
USED DISPLAY EQUIPMENT FOR SALE
REPRESENTATIVES WANTED
$3.00 Per Column Inch — CASH WITH ORDER

Give SOUND to your Displays
XMAS, EASTER, All Year 'Round
Send us your ideas, we will make custom recordings to suit your needs and pocketbook.
FIDELITY RECORDINGS
Wurlitzer Bldg. Cincinnati 2, Ohio

# SHOE STAND "200"



HEIGHTS
9"
12"
15"

ALL ONE PRICE!
$3.00 each

CHECK WITH ORDER, PLEASE

PLASTIC TILTING TOP

Supported by metal swivel mounted on ¼" square twisted Lucite stem on double base of Lucite

JOBBERS INQUIRIES INVITED

**DIRECT SALES CO.**
1212 AVENUE I (EYE), BROOKLYN 30, N. Y.



Display Genius at Work

Not many left of our brochure DW/68P on our Patina Forms. Write us today.

D. G. Williams Inc.
Dot Williams, president
498 Seventh Avenue, New York 18




dered with one page of print for use as a self-mailer. Miniature versions of the same folders may serve the same purpose, and their reduced size makes them even more practical for consumer distribution by stores. All are available in four colors or black and white.

Since women of today are label-conscious and brand-wise, dealers know and welcome Vogue tags and stickers on products featured in the magazine. Triangular tags attached to merchandise identify the manufacturer as a Vogue advertiser. Vogue stickers may be used on stationery. Special tags and stickers can be designed to meet special requirements.

To help advertisers make a complete tie-in with Vogue, the merchandising service offers to work with them in setting up layouts for local newspaper advertising, featuring the products "As Seen in Vogue," "As Advertised in Vogue", etc. The production department is ready to prepare mats and prints for this purpose.

An integral part of the Vogue merchandising service is the Advance Retail Trade Edition, incorporated in the regular issue of the magazine, which is sent out to retailers and manufacturers ten days before the issue goes on the newsstands. The trade edition supplies advance information about merchandise featured in the issue, giving the stores enough time to plan tie-ins. The trade edition also suggests ways for effective tie-ins . . . offers display and advertising ideas to help the stores promote their featured merchandise.

The success of Vogue's merchandising program is proved by the use stores make of Vogue material. In the six analyzed months of a year period—August, September and October of 1948, February, March and April of 1949—Vogue received one of the highest numbers of newspaper mentions in retail store advertisements in the fashion magazine field—a total of 16,078 newspaper mentions. For the twenty-seventh year Vogue has led all fashion magazines in the amount of retail store advertising . . . again showing how stores appreciate the merchandising help Vogue gives them.

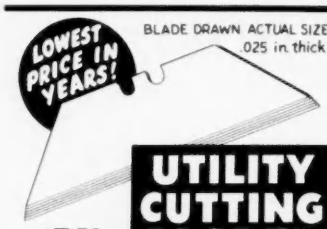
# Your Column

We are having very good results from our advertising in DISPLAY WORLD, so I have asked our advertising agency to step up our advertising by having the same ad run in January and February, and will have additional ads from March on. We were running every other month, but think it wise to run every month . . . George H. Witham, president, Neon Displays Mfg. Company, Inc., Centerville, Ohio.

Under your department of services to displaymen we would like for you to look up and check on a certain item in your magazine, some month in 1949. I can not give you the exact month as I clipped the item


LOWEST PRICE IN YEARS!

BLADE DRAWN ACTUAL SIZE .025 in. thick



**UTILITY CUTTING BLADES**

$7.75 Per Hundred

The all-purpose, heavier cutting blade of high grade tool steel. Fits all standard blade holders. For artists, window-display men, screen and plate cutting, packaging and shipping departments. Order by mail. Packaged in quantities of one hundred only.

MONEY BACK GUARANTEE
Dealer Inquiries Invited—Samples on Request.

**MARK SPECIALTY COMPANY**
360 East Main St. Rochester 4, N. Y.



**FLUORESCENT FABRICS**
in 7 Beautiful Colors!
• Ideal for Valentine and Mothers' Day Decorations

We bring you a line of fluorescent products for which we have been famous over the past 20 years.

*For our spring display folder, consult:*

**ASSOCIATED FABRICS CO.**
10 East 39th Street • New York City



**Gold Nuggets— Little Boulders**
**Wood Flakes—Kubes—Chips**
**Sands — Pearl Chips — Pegs**

Spring colors now available. They are novel, unique, can be used for exterior and interior displays. Used by leading stores from coast to coast. Tear off coupon paste on post card or letter.

National Sawdust Co., Inc.
65 N. 6th St., Brooklyn 11, N. Y.
Please send FREE catalogue.
Name
Address
City & State



**Curtain Tracks**
•
CURTAIN MACHINES
•
CONTOUR CURTAINS
•
MOTOR GENERATORS
•
CURTAIN MACHINE STANDS
Full Information — Write Dept. "D"
AUTOMATIC DEVICES COMPANY
116 N. 8th St. Allentown, Pa.

out and do not have all of it with me at this time.

The item refers to "New Material Offered For Display Use" etc. . . . If you can find out for us who manufactures this article we will greatly appreciate your efforts . . . Lawrence H. Sharp, Preparator, American Museum of Atomic Energy, Oak Ridge, Tenn.

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Having lost track of the expiration date of my subscription to DISPLAY WORLD I wish to request your advising me of same if possible, as I would not wish to lose a single issue . . . Constantino Costa, Inspiration Manikins Mfg. Company, New York City.

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DISPLAY WORLD has been a rich fountain of information, and a great help in our business; therefore we wish to renew our subscription for another year . . . J. M. Franco, Alba Display Fixtures, San Juan, Porto Rico.

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Quite recently a copy of your excellent magazine DISPLAY WORLD has come to my hand. How it is come to this part of the world I know not, since display is still in its infancy here—but your publication has more than aroused my interest, so much so that I want to ask if it is possible to obtain any back numbers. At the same time I want to request literature on the subjects listed in your Service Bureau.

I may add that in my opinion the trends and information in DISPLAY WORLD are in advance of any counterpart that I know of in Europe . . . R. S. Acres, display manager, Kingsway Stores, Ltd., Lagos, Nigeria, British West Africa.

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You will be glad to know that we received very good response from our November issue advertisement and that we will be interested in a similar contract for next year . . . Clinton B. Clark, Rocket Express Systems, Oak Park, Ill.

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Although a comparatively new subscriber to your publication, I feel that for coverage in the field of fashion display DISPLAY WORLD is the leader.

My purpose in writing you, apart from expressing my appreciation of your publication, is to avail myself of the offer of assistance tendered by your Service Bureau.

As displayman for McPherson's, Ltd., Melbourne, the problem I have to deal with continuously is the display of engineering machinery, machine tools, paints, hardware, and allied lines connected with the engineering and building trades. This appears to be a section not catered for to any extent by DISPLAY WORLD. I would be greatly obliged if you could suggest a publication of assistance in this field, or, better still, if you could give it coverage from time to time in subsequent copies of your publication.

From enquiries I have made around Melbourne, there exists a deep-felt need among displaymen for a service dealing with this branch of our work. I would point out that owing to the dollar shortage, many publications are unobtainable here, therefore this factor would have to be taken into consideration when making suggestions . . . Leo Keppel, McPherson's, Ltd., Melbourne, Australia.


A Terrific Buy!

FULL ROUND PAPIER MACHE HIGH STYLE 6 Ft. RABBIT

$19.95

FLOWERS · BUCKETS and KID NOT INCLUDED

Pusecker ARTIST STUDIO
Box 821 - Columbus 4, Ohio

Spring at CRAFT STUDIOS

See photos of some of our New Spring Products shown elsewhere in this issue.

NEW PRISMATIC PANELS!
(A 3-in-One background, self-standing)

WOODGRAIN PANELS and MOULDINGS!
(especially suitable for Men's Wear displays. Lock panels together by patent-applied for mouldings.)

PYLON UNIT!
(beautiful massive simplicity, self-standing.)

NU-CRAFT!
(marvelous flexibility—beautiful simplicity. Self-standing.)

CRAFT STUDIOS
258 IRVING STREET FRAMINGHAM, MASS.

WINDOW DISPLAY MATERIAL
BECKER SIGN SUPPLY CO.
319 - 321 N. Paca St. Baltimore 1, Md.

We Repair & Rubberize
your old mannequin wigs to look like new; they will not slip off mannequin head
TRY US
New wigs made to order with special rubber base.
LOWEST PRICES.
RUDY'S • 309 Chamberlain Bldg. Chattanooga, Tenn.

WOOD LETTERS
FOR ALL PURPOSES
TRAFFIC SIGNS FOR BUSY STORES

Trade Marks Reproduced
DISPLAY CRAFT
961 LAKE DRIVE S.E. GRAND RAPIDS 6 MICH.

N. A. D. I. MARKET WEEK!
DEC. 11-15
Visit General Display Corp. 350 Fifth Ave. Bldg., at 42nd Street and 5th Ave., lower level, and see our eye catching displays.
Free gifts to our first 50 guests!
Manufacturers
Flowers • Foliage
GENERAL DISPLAY CORPORATION
140 WEST FOURTH ST.
Cincinnati 2, Ohio
HOME OFFICE FACTORY

# A Comptroller Looks At Display

By SAM SHAFFER*
The May Company, Los Angeles

I'M really tremendously impressed, you might say honored, to be here. I didn't think a display club would ever let a comptroller get in through the front door. But here I am, and really I'm quite impressed by the invitation to talk to you. Many of you would expect the comptroller's talk to be a little stuffy, and I'll try not to disappoint you in that respect.

The average department store spends 3½ per cent of its sales dollar for publicity, and of that 3½ per cent you can visualize the store principal, or whoever it is that administers the top budget, deciding how he's going to spend his publicity dollar. He has to allocate some of it to newspaper advertising. He has to allocate more of it for magazine advertising, radio, television, direct mail, fashion shows, and last but not least—I haven't put it at the end of the parade purposely—comes display.

Now of that 3½ per cent that I just mentioned, display, according to most of the average figures I've seen, gets ½ of 1 per cent for its interior displays, its window displays, and its signs. This is one-seventh of the funds that the publicity manager has available for all of his sales promotion purposes. Now, as to whether display gets too much or too little of that sum—I suppose I could take a popular vote here and get an opinion in that respect — but as to whether display really gets more or less than its one-seventh average share, the decision really rests with the display department itself through proving that the dollars spent for display will return more dollars to the store than dollars spent in any other form of sales promotion.

That sounds like a big assignment, but I think if you tackle the job with confidence you can get more for the store for every dollar that they allocate and budget to display. Then you've started on the first half of doing a terrifically constructive display job.

To look for a moment at newspaper advertising: All newspaper advertising falls really into one of two categories—either it's (1) a direct advertisement for the sale of goods, for the specific sale of merchandise, or (2) it's an institutional advertisement to sell the store as an institution in which the customer wants to shop. Now display activities similarly fall into one of these two categories. A display can be as artistic as you want to make it, but it must pass the same test as the newspaper ad-

*Address before the Southern California Display Club Clinic, Los Angeles.

—Earning for Gwen Epting, Kirven's, Columbus, Ga., an all-expense-paid trip to Paris, this was the winning window in the contest sponsored recently by Lentheric. The window was created around the epigram by Swift: "Women and linen look best by candlelight."—

vertisement. The display must either sell merchandise or it must sell the store as an institution which is full of good items, fresh styles, all the values, and items that will make the customer come in and buy.

Now at the same time that display is looking toward the customer it must also look to the store itself—to sell the retail organization that it is doing a good job at a reasonable cost, and that it knows how to spend its money wisely like any other phase of the retail operation.

Here are a few specific ways in which, in my humble opinion, display can prove to the organization that it is running its activities along business-like channels. First, take care that display materials are being used economically. Second, see that merchandise borrowed for display is well handled and returned to the selling department in its original condition. Third, the staple goods department display could well show just what items are carried in stock, so that the customers can make up their minds and be served without the sales clerk having to take out the complete assortment, item by item, to show the customer.

In a busy department store, with a great deal of traffic, that can be a tremendously important item. The average store gets its peak traffic during a small part of the day. Customers come in. They're in a hurry. They have to go home. They want to complete their shopping, and if the sales clerk has a customer ahead of the other customer and is busy showing just what she has in stock and the customer has a great deal of trouble making up her mind, the minutes pass by and the busy customer who is waiting for her turn looks at the clock and says, "Well, I have to go home. I have to take care of the children; I have to meet some one else", and off she goes and there's a sale lost. Had the first customer been able to see what she wants and tell the sales clerk, "I'll take this in size 16 or 14," whatever it is, and the sales clerk wraps it up, you tremendously increase the productivity of the sales force by that simple little thing—and nothing but display can do a terrific job like that in this particular respect.

Now in home furnishings, model rooms are an example. Many of them are executed in good taste and they have a great deal of eye appeal, but they should also be vehicles for the sale of specific items shown in the model rooms. Too many such rooms or floor decorations in house furnishing sections are decorated as creations, with items not readily available in the store's inventory.

Again, display budgets should be administered to take care of the full year's requirements. The department shouldn't be in the position of over-spending funds early in the season so that you feel you're broke as the season advances and you have to starve necessary purchases—or necessary promotions towards the end of the season just get a small portion of what you'd like to give them.

If display does a good job along those lines, without question it will continue its contribution to the store operation and do what I mentioned back at the beginning—prove to the store that you get more value if you spend that dollar for display than you will in any other form of sales promotion.


# Promote Sales with a Minic Display

**Attract favorable attention to your merchandise with this Minic Wing Stand.**

In windows and on counters, this unit helps you create desire-building displays for shoes, costume jewelry, house goods, etc. It's clean modern look is achieved with plywood and white lacquer.

Coming in four sections, the stand can be laid flat for easy storage.

Assembled, it is 18" high x 30" wide x 18" deep.

**Price: $17.70 f.o.b. destination**

To delay is to forget. Send us your order today. Specify unit M-56.

**Minic Display,** Dept. E, 503 East 72 Street New York 21, N. Y.

**"Complete Woodworking Facilities"**

© 1949 MD

WRITE

FOR YOUR COPY OF OUR **NEW BROCHURE** SHOWING OUR COMPLETE LINE OF

**PLASTIC HANGERS**

MANUFACTURERS

*Barney Stempler & Sons Inc.*

Dept. D 28 NORFOLK ST., NEW YORK 2, N. Y.

**EXQUISITE SMALL FLOWERS**
**For Show Case and Interior Trims**
Produce display effects impossible with regular lines of display flowers. Unsurpassed beauty.
**Tremendous Varieties in Stock**
**MILTON S. AHRENS, INC.**
Importers — Mfgs. — Exporters
56 W. 36TH ST. NEW YORK 18, N. Y.

ORIGINAL
**COSTUMES of YESTERDAY**
Rent from
**KATHERINE BURR FLEMING**
76 Rogers St. Branford, Conn.
Phone: New Haven 8-1836
Write for circular of photos.

USE THE
**OPPORTUNITY EXCHANGE**
For any WANT AD purpose:
POSITION WANTED POSITION VACANT
USED DISPLAY EQUIPMENT FOR SALE
REPRESENTATIVES WANTED
$3.00 Per Column Inch — CASH WITH ORDER

**MANNEQUIN WIGS! REPAIRS!**
Horse-hair and novelty wigs made to order; lowest prices. Old wigs made over to look like new. Fast service. Try us!
**ESTELLE BOBICK**
964 21ST STREET SAN PEDRO, CALIF.

# Opportunity Exchange

## FOR SALE
### "'Twas the Night Before Christmas"
BY BLISS

Consists of 20 floats, each 18" x 30", highlighting the important action of New York City Chelsea Square 100 years ago.
Designed for a three sided window, glass measurements 18½" x 22½" with 28" background. A 4-5 scale reproduction of Clement C. Moore's Chelsea Square living room with family occupies center.
Rights to purchase of our exclusive recordings at $1 per disc. Pictures of display available on request.
**Initial investment $10,000. Will sell for $2,500.** New this year, 100% condition.

**Joseph Horne Co.,**
ATT.: E. L. VOLLMER,
Display Director
PITTSBURGH, PA.

## TRAINED DISPLAYMEN AVAILABLE

The NATIONAL DISPLAY INSTITUTE announces the graduation of another class in January, 1950. Well qualified men and women, trained in ALL aspects of Display, will be available for employment. Graduates are qualified to accept positions as trimmers of footwear, men's wear, children's wear, women's specialty shops, drug and any other merchandise windows.

Write or call PLACEMENT DEPARTMENT

**NATIONAL DISPLAY INSTITUTE**
"Nation's Center for Display Education"
617 Chestnut Street Philadelphia 6, Pa.

## CHANCE OF A LIFETIME!

Nationally known manufacturer seeks high-powered salesmen to carry a line of seasonal novelties, props and figures. Not at 20%, not at 30%, but at 40%!

If you are not afraid of work and want to make money, this is the line you have been looking for.

Address **Box 11H**
Care of DISPLAY WORLD

## JOBBERS

Exclusive franchises, protected territories available NOW for World Famous **"ALGONQUIN"*** colored Display Cardboards. For Printers, Sign Painters, Silk Screen. Fade, Damp and Bleed proof. Get in on the "ground floor", now! Write us for full details.

**Hano Paper Co., Inc.**
441 Lexington Avenue
New York City 17

*Reg. U. S. Pat. Off.

## FOR SALE
### CHRISTMAS DECORATIONS

"Our Charm of Xmas Angels" complete with arches
Angels manufactured from papier mache and arches from metal. Both manufactured by leading fabricators. Used as storewide decoration theme. Contact

**Frank Pallotta, Director of Display, Rich's Inc., P. O. Box 4539, Atlanta, Georgia**

**Home Study Lessons in Window Display**—an up-to-date course covering all phases of the subject—500 pages of text with 1000 detail drawings—Priced very low. Also Store Interiors, Show Card Writing and Silk Screen Process. Write for circulars. **Will H. Bates, Box D, Ellsworth, Ill.**

## For Sale Reasonable!

Stensgaard's Christmas Cinderella Interior and Windows. Will sell part or all. Write

**G. H. Wagner**
**J. L. Brandeis & Sons**
Omaha, Nebr.

**For Sale**—$995 takes it. Part down, rest as you make it. Free lance window trimming route in Chicago for women's and children's shops. Income of $100.00 weekly—wonderful opportunity. Write or call — **Harry Birnbaum, 3933 N. Clarendon Ave., Chicago 13. BIttersweet 8-3114.**

## DISPLAY DIRECTOR
### Designer

Available for 1st class men's, womens specialty or department store. Top west coast references. 37 years of age, married, twenty years experience. Prefer West Coast or Southwest connection.

Address **Box 1M**
Care of DISPLAY WORLD

## CLOSE-OUT

27" Display Papers, large selection to choose from—Stripes, Checks, Marbelized, etc. — 100' rolls at $1.25 each. Special prices on ream rolls. Samples on request.

**ROSEWAY DISPLAY**
715 Broadway
Brooklyn 6, N. Y.

**Experienced Display Man Wanted**
Must be fully exp., capable of handling good merchandising windows of popular priced dept. store, est. 57 years in city of 100,000. State exp., ref., and salary expected. This is for city of Sudbury in Northern Ontario, Canada. Address **Box 1D,** Care of DISPLAY WORLD.

## Store Planning & Display Director

39 yrs young, family man, 20 yrs in finest Dept. and specialty stores.
Experienced in merchandising, Promotion, Creative Display, Store Planning & Construction.
Desires permanent west-coast position.

Address **Box 1A**
Care of DISPLAY WORLD

**Wishbones for Sale**—White flocked papier mache wishbones—12-5" half round, 12-18" half round, 1-2" full round. Like new, used once. An idea for Easter — "Where Your Easter Wishes Come True." Cost us $255, from Gasthoff. Rush your offer to **W. Nilan Jones, c o Orr's Dept. Store, Inc., Easton, Pa.**

## CHRISTMAS DISPLAY WANTED!!

My boss says "buy an animated display from some store this year". What do you have? Am interested in mechanical Santa, Ferris-wheel, or any theme portraying Christmas, suitable for toy windows. Also will consider interior and ledge trims, complete or in part. Forward information (photos if possible) to

**Chet Wolfe**
**ALBERT'S**
**San Rafael, California**

## WANTED

Experienced display man for store in deep south, volume approximately 2 to 3 million dollars. Must be thoroughly experienced in interior display, sober and willing to work. Give full qualifications when submitting application.

Address **Box XYZ**
Care of DISPLAY WORLD

## High Percentage Of Public Shows Interest In Displays

During the nation-wide display study recently conducted by the New York university School of Retailing for the National Association of Display Industries, it was found that up to 91 per cent of the men and 92 per cent of the women exposed to window displays could be tallied as "lookers" or "readers." This conclusion was revealed December 13 by Howard M. Cowee, director of the study, in a preliminary report to the association.

The preliminary report, which included results from ten of the twelve cities covered by the study, recorded the characteristic behavior of 1,083,207 people as they were exposed to 47 window displays. It revealed that the window audience is composed of 30 per cent men and 70 per cent women, and that the median readership of window display circulation for men is 19 per cent and for women is 38 per cent.

In conjunction with the tabulation of traffic, some experimental interviews were conducted inside one of the stores to determine the impression power of window display. According to Cowee, the people who were interviewed frequently protested that they had looked, but had not stopped at the window displays. Yet in no single instance were these people unable to identify black and white photographs of the current window displays and—still more surprising—many of them volunteered the color or some other detail regarding the merchandise featured in specific window displays.

The study, Mr. Cowee said, sampled the behavior of sidewalk pedestrian traffic to window displays in cities of ten of the twelve Federal Reserve districts—a population group in excess of seventeen million people.

Stores that cooperated in the study were Miller & Rhoads, Richmond; Rich's, Atlanta; Sanger Brothers, Dallas; The Donaldson Company, Minneapolis; John Wanamaker, Philadelphia; Mandel Brothers, Chicago; Jordan Marsh Company, Boston; Halle Brothers, Cleveland; The White House, San Francisco; Emery, Bird, Thayer, Kansas City; and Famous-Barr Company, St. Louis. The field work is still to be done in New York City.

A complete report of the nation-wide display study will be presented at the N. A. D. I. Market Week in June, Albert Bliss, NADI research committee chairman, announced. At that time, he said, copies of the book "Visual Merchandising Series, Report No. 2" will be available.

## Store Front Uses Of Plastic Shown In New Booklet

For retailers, store architects and designers and for plastics fabricators, Rohm & Haas Company of Philadelphia has published a new booklet which shows how its acrylic plastic "Plexiglas" can add merchandising power to the external appearance of a store. Titled "Plexiglas for Modern Store Fronts", it illustrates more than a dozen actual applications of this weather-resistant architectural material on supermarkets, automobile accessory, bakery, drug, department stores and specialty shops. In each case, captions specify the material used, give dimensions and describe the lighting methods employed.

Four pages are devoted to suggested store fronts whose design embodies advanced thinking in the application of this plastic for maximum beauty and effectiveness. This section shows several distinctive treatments to be gained with clear or translucent material in its flat and corrugated forms—as a diffusing medium for light, as a luminous facade, in serriformed glazing, in formed panels and other applications.

The final section, reverse-printed for maximum clarity, shows nearly 30 structural installation details which explain at a glance various methods used to apply the light-weight "Plexiglas" in situations commonly encountered. They show more than a dozen methods of mounting letters on plain and corrugated backgrounds, and approved ways of installing the acrylic plastic to members of various sections. The two-color, 24-page booklet is free on request to Rohm & Haas Company, Washington square, Philadelphia 5.

## Ninety Stores Tie-In With Holiday Promotion

More than 90 leading department and specialty stores tied in with Holiday magazine in the promotion of winter resort and travel merchandise from December 26 to January 15. Window and interior displays were built around "Holiday in the Snow."


**DISTRIBUTORS WANTED**
Manufacturers of new, medium priced, papier mache mannequins now appointing distributors throughout the U. S.
Address **BOX 1G**
Care of DISPLAY WORLD

**POSITION WANTED**—Display assistant for large concern desires part time work in Los Angeles while attending Art School under G. I. Bill—To begin about March 1. Anything considered.
Address **BOX 1P**
Care of DISPLAY WORLD

**CORRESPONDENCE INSTRUCTION**—In Window Display. In operation for over 40 years with over 30,000 graduates in nearly every country in the world. Write for catalog. **THE KOESTER SCHOOL, Kimball Bldg., 25 E. Jackson Blvd., Chicago 4, Ill.**

**Salesmen Wanted**
Manufacturers have most territories available for live salesmen with following for new line of paper mache mannequins and extensive line of artificial flowers, displays and props. Liberal commission arrangements will afford unusual income.
**Address Box 1F**
Care of DISPLAY WORLD

**CLOSE-OUT**
Triple Pussy Willow Spray, 21" H. 18 buds to spray. Asst. colors at $12.00 per gross. Single Stem Roses, asst. 3 colors to box—Sacrifice at $9.00 per gross.
**ROSEWAY DISPLAY**
715 Broadway
Brooklyn 6, N. Y.

**DISPLAY JOBBERS WANTED**
**For our New Spring Line of Display Units, Screens, and Novelties**
Quality merchandise priced low to the established jobbing trade. Write for our free set of 8 x 10 Photos and jobbers prices.
**MET-WOOD DISPLAY CRAFT**
116 Brunswick Ave. (Rear) Trenton 8, N. J.

**CLOSE-OUT**
100 Papier Mache Lambs. Approx. size 24 x 20 unfinished. Will sacrifice at $9.00 per doz. Papier Mache Cherubs, approx. size 20" x 25" ideal for Valentine display, 3 for $5.00. Photos on request.
**ROSEWAY DISPLAY**
715 Broadway
Brooklyn 6, N. Y.

**Salesmen . . . At Once!**
**Exclusive Line — Protected Territory**
One of the most progressive manufacturers of seasonal display units and novelties seeks several salesmen with following to carry sensational line.
Only salesmen with experience, high sales records, initiative, good appearance and stability need apply.
**Address Box 10S**
Care of DISPLAY WORLD

**WANTED FOR CHRISTMAS 1950**
Papier mache reindeers in full or half rounds, large fantasy papier mache angels, or any other high class display pieces for a high fashion specialty store. What have you? **MERKEL & GELMAN, Glens Falls, N. Y.**

**WANTED**
A thoroughly experienced displayman for furniture store. Salary—$4,000. Must be able to create as well as execute. Send photographs or samples of work. All replies confidential.
Address **BOX 1B**
Care of DISPLAY WORLD

**WANTED**—Combination advertising man and card writer. Must have good experience and be able to give references of past employment. Good opportunity for right man in established Northern Ohio store.
Address **BOX 1C**
Care of DISPLAY WORLD

**Excellent Opportunity for Outstanding Young DISPLAY MAN**
for organization with 2 modern men's stores. Good salary. References. Photographs of work.
Address **BOX 1E**
Care of DISPLAY WORLD

**Forms for FEBRUARY ISSUE Close FEBRUARY 6TH**

# ADVERTISING INDEX


A

Abacot Displays, Inc 27
Acme Bulletin Co 81
Aetna Plywood & Veneer Co 91
Ahrens, Inc., Milton S 117
Albeta Mfg., Inc 69
Allied Display Materials, Inc 14
Amplifier Corp. of America 96
Ankerum Mfg. Co 93
Arranjay's Wig Co 84
Arrow Decorating & Fixture Co 22
Arts & Flowers Displays, Inc 77
Associated Fabrics Co 114
Automatic Devices Co 114

B

Bart Manufacturing Co., Inc 13
Becker Sign Supply Co 115
Bender, S 91
Best Devices Co., Inc 109
Bliss Display Corporation 63
Bobick, Estelle 117
Botanical Decorative Supply Co 107
Brevel Products Corp 86
Brown & Bro., Arthur 95
Bulkley-Dunton & Co., Inc 71

C

Capital Merchandising Co 87
Century Lighting, Inc 24
Charrot Co., The L. J 25
Chicago Cardboard Co 109
Cohen Co., Art R 67
Cohen Display Equipment, Harry 94
Cook & Meier, Inc 97
Craft Studio 115

D

Darling Co., L. A Back Cover
Decorative Displays 11
Decorative Plant Corp 28
Di-Noc Co., The 73
Dingleman Products Co 98
Direct Sales Co 114
Display Craft 116
Display Equipment Co 103
Display Supply Co 86
Dixray Displays 108
Doerr & Assoc 31
Dolores 65
Dorothea Mechanisms, Gale 112

E

Eaton Bros. Corp 102
Everetts Soper Co. Inc 79

F

Feather & Feather School of Design 77
Fidelity Recordings 113
Fleming, Katherine B 117
Formo Displays 80
Frostee Sno Co 67

G

Gardner Displays 99
Garrison-Wagner Co 65
Gasthoff Co., Earl W 89
General Die & Stamping Co 111
General Display Corp 116
Grand Novelty Co 96
Gregory Motors, Inc 18

H

Hamberger, Inc., David 108
Hansen Mfg. Co., A. L 8
Harrys Dept. Store 105
Helms Chemical Co 104
Henry Hanger Co., Inc., The 104
Hernard Mfg. Co., Inc 106
Herzberg-Robbins, Inc 79

K

Keith Originals, Gordon 88
Koester School 104
Korrect Way Displays 19
Krown-Kraft Co 72

L

Laverne Originals 111
Lichten Co., Arthur J 112
Lurey Co., E. R 103
Lutz, A 110

M

Madisonia, Inc 29
Majestic Creations, Inc 23
Malros Co 8, 97
Mandle, Mortimer B 93
Manhattan Mannequins, Inc 16
Manhattan Wood Letter Co 77
Marcus Window Display Service, Inc 113
Mark Specialty Co 114
Memorial Grass Co 69
Metal Display Novelties 113
Metal Goods Corp 81
Midwest Mfg. Co 85
Mileo Mannequins 105
Minic Display 117
Mitten's Display Letters 8
Modern Products Mfg. Co 107
Morgan Co., The 9
Multi-Fit Wig Co 100
Mutual Display Mfg. Co., The 73

N

National Association Display Industries 20
National Display Institute 104
National Hanger Co., Inc 22
National Sawdust Co., Inc 114
Neon Displays Mfg. Co 94
New York Display Mfrs. Group 82, 83
Noel Mfg. Co 96

O

Ohio Hanger Co 71
Ohlhorst, R. A 109
Old King Cole Displays, Inc 87
Opportunity Exchange 118, 119
Orthwine Corp., Rudolf 107

P

Palazzo Sleeve Form Mfg. Co 105
Pelletier, Earl 72
Plast-Ad Manufacturing Co 14
Plastic Fabricators Co 100
Podgor Co., Inc., Jos. E 102
Pusecker Artist Studio, Ivan E 115

Q

Quensell Displays, Inc 99

R

Radiant Glass Fibers Co 98
Redikut Letter Co 93
Research Products Corp 106
Result Displays, Inc 17
Reyburn Mfg. Co., The 101
Reynolds Electric Co 110
Roehl, Virginia 90
Royal Mannequin Corp 102
Rubner, Inc., Gustave 10
Rudy's 115

S

Schener Creations, Inc Inside Front Cover
Sherman Paper Products Corp 21
Shoe Form Co 75
Showcard Machine Co 4, 5
Siegel, Inc., Nat 24
Spotnails, Inc 84
Stempler & Sons, Inc., Barney 117
Stensgaard & Assoc., Inc., W. L 1
Sylvania Electric Products Corp 12

T

Transparent Shade Co 111

U

U. S. Plywood Corp 28

V

Vaughan Mannequins Inside Back Cover

W

Walters Displays, Inc 26
West-Dempster Co 110
Williams, Inc., D. G 3, 84, 96, 114
Window Mannequin, Inc 110
Wold Air Brush Mfg. Co 93

Z

Zeppen-Field Studios, W. M 15

# a NEW name that means new LIFE to your display

## Vaughan Mannequins

*the figures by which all others will soon be judged!*

FABRIC COVERED ● PERFECTLY BALANCED

SCULPTURED IN EXQUISITE DETAIL ● DURABLE FASHION-RIGHT WIGS

SHOE-SIZED AND HAT-SIZED ● INTERCHANGEABLE PARTS

VAUGHAN MANNEQUINS . *combine high-fashion inspired details . . . manufacturing craftsmanship . . . and visual merchandising effectiveness to bring new sales life to your displays.*

VAUGHAN MANNEQUINS . *are priced at $165 the figure*
*(special mannequins created to your specifications)*

**Window-weary mannequins refinished and repaired . . made new and ready to work and sell for you again.**

## Vaughan Mannequins

*on display at our new showrooms—59 West 56th St. New York City*

*Thanks for the wonderful reception you gave the* **VAUGHAN MANNEQUINS** *exhibit at the December show in New York*

***Change The Fashion Pace . . .*** but not the mannequin. "Duopose", an outstanding feature by Darling, permits one mannequin to do double duty in arm poses. One extra and differently posed arm is furnished with each figure in this fashion-smart series of eighteen. Remember, it costs you no more for this most valuable display feature. M118W (Junior Miss) . . . price . . . $138.00. Available in Misses or Junior Misses.

*Darling Displays*

L. A. DARLING COMPANY, BRONSON, MICHIGAN
NEW YORK CHICAGO LOS ANGELES

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*Your one dependable source for everything in display equipment.*